BROADCASTING
TELECASTING

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FEB 23 1949
DETROIT

NATIONAL SAFETY COUNCIL HONORS WHO FOR THIRD CONSECUTIVE YEAR

Colonel B. J. Palmer (right), President of Central Broadcasting Co., accepting National Safety Council Award from Maynard Coe, in behalf of Station WHO.

IN 1948, as in 1947 *and* 1946, the National Safety Council gave WHO its highest *Award of Honor* "for distinguished service to Safety."

Proudly we acknowledge both the honor, and *the people who helped us win it* . . . the 12 WHO script writers, music arrangers and producers who wrote and directed 791 special farm safety features ranging up to half-hour shows . . . the entire WHO staff who cooperated in broadcasting them . . . the 22 WHO farm advertisers who contributed time on their sponsored programs . . . the 130 Iowans who participated in farm safety programs . . . the state Safety officials who helped in so many ways . . . the 56 county organizations which enthusiastically supported WHO's Safety Week Contest. . . .

We acknowledge, too, the privilege of wielding 50,000 Watts, Clear Channel, in behalf of this and many other *good causes in the public interest*—among which we, as Americans, certainly include the cause of *helping to sell a vast volume of good American products, via radio.*

WHO

+ *for* Iowa PLUS +

DES MOINES · · · 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.,
National Representatives

WTAG
Personalizes
ANNOUNCEMENTS On Five Daily Participating Shows

"The Julie 'n Johnny Show"
Co-emcees Julie Chase — Johnny Dowell
Monday through Friday
8:15-9:15 A.M.

"Modern Kitchen"
Lyda Flanders
Monday through Friday
9:15-9:30 A.M.

"Wife Meets Husband"
Fran and Bill Winne Monday through Friday
9:30-10:00 A.M.

"Danny Patt Show"
Danny Patt — Edith Mann
Monday through Friday
10:00-10:30 A.M.

"Open House"
Margaret Cox — Bob Edgren — Danny Patt
Guest-of-the-day, Jane Russell
Monday through Friday
5:00-5:45 P.M.

Advertisers who use announcements on WTAG to reach the prosperous Central New England Market get top value for their advertising dollars. WTAG produces five participating shows every day, Monday through Friday, with each participating announcement carefully programmed as an integral part of each show. They're as personal as the script; the exact opposite of the disc — announcement — disc — announcement type of show. In production, the ages and interests of WTAG's entire listening audience are carefully considered. That's why these five daily shows keep *YOU* participating in sales in the great Central New England Market. When you buy time in New England, buy a buying audience with WTAG, the station with a far greater audience than that of any other station heard in the area.

WTAG WORCESTER
580 KC 5000 Watts

WTAG-FM

PAUL H. RAYMER CO. *National Sales Representatives.*
Affiliated with the Worcester Telegram & Gazette.

More Local Coverage Produces More Results

Where the fishing is good, it can be even better if the fishermen spread out.

When you are fishing for sales in New England, there are so many good spots that the more lines you put out, the greater the catch.

In radio, you can get more local coverage with Yankee than with any other station grouping — and it's local coverage in Yankee home-town areas that counts.

Yankee's 24 home-town stations provide access to every important market in New England. Each station is a medium for hard-hitting, concentrated selling in its area. You can line up and maintain dealer interest and co-operation, because you can command and hold consumer attention.

Remember, New England is a network market. Buy Yankee for maximum network effectiveness in this six-state area.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

FCC may reappraise FM allocation in southern half of country. FM stations find they are getting reliable reception up to 150 miles and in some cases over 300 miles.

UNITED AIRLINES, through its agency N. W. Ayer & Son, New York, scheduled to start spot announcement television campaign effective April 1. Understood 16 cities will be covered.

RELIEF for long-waiting applicants may be devised as result of study being undertaken by House Appropriations Committee, which has assigned staff member to examine FCC's applications backlog and processing procedures. Committee will study his findings in hope of coming up with recommendations for changes that will expedite FCC work.

GEORGE B. STORER, president of Fort Industry Co., and only independent owner with two TV stations in operation (WSPD-TV Toledo and WJBK-TV Detroit), will preside over NAB convention seminar on television at session scheduled for Tuesday, April 12.

INDUSTRY problems getting so complex and numerous that NAB board will hold two-day instead of single session after Chicago convention. Old board meets before convention. Half of board posts are at stake in current elections, with those elected taking office at Chicago.

SPEARHEAD of NAB board's activity at New Orleans last week was aggressive young group comprising Directors McCollough, Hanna, Lane, Caley and Shafto. First two days were largely argument and review, with entire board pitching in. Third day brought major decisions.

STRATOVISION may get healthy boost if studies being made by Texas Telenet System, multi-station TV applicant, turn out favorably. Telenet, whose directors include Gov. Beauford Jester, is looking into airborne relay for linking its proposed stations in Austin, San Antonio, Corpus Christi, Ft. Worth and Waco. Project being directed by Chief Engineer T. E. Daniels, formerly with FCC, and Secretary M. T. Stallter, former American Airlines vice president.

GENERAL MILLS considering sponsorship of *These Are My Children*, Irna Phillips TV daytime serial telecast by WNBQ (NBC) Chicago. NBC official made presentation last week at Minneapolis.

STRONG possibility Young & Rubicam will place Fred Waring on ABC-TV for General Electric Co. (appliance division). GE (institutional) currently sponsoring Waring on NBC through BBDO, New York.

NEGOTIATIONS between Philco Corp. and CBS for sponsorship of Bing Crosby show on that network next season have fallen through, and Philco's entire radio future and television

(Continued on page 86)

Upcoming

Feb. 24-25: Western Radio Conference, Marine Memorial Club, San Francisco.
Feb. 25: California State Broadcasters Assn., Palace Hotel, San Francisco.
Feb. 28: WHAS Transfer Hearing, FCC Hdqrs., Washington.
Feb. 28-March 1: NBC affiliates meeting, Chicago.

(Other Upcoming on page 64)

Bulletins

MORE channels on AT&T TV network between Philadelphia and Chicago available about May 1, more than month ahead of schedule.

AFM has submitted new demands to television networks. Understood union is asking for increases to bring television scale closer to radio scale. New agreement expected to be a short-termer. Present pact started last May for six months, was renewed for three months and then renewed once more for month ending March 1.

ABSORPTION of FCC by large executive departments—such as Dept. of Commerce—would be prevented under government reorganization bill (S-526) under amendment offered by Sens. Edwin C. Johnson (D-Colo.) and Burnet R. Maybank (D-S. C.). Amendment designed to preserve basic legal position of agencies making them responsible to Congress, not an executive department.

AAAA TO MEET APRIL 6-8

ANNUAL MEETING of American Assn. of Advertising Agencies scheduled April 6-8 at Greenbrier Hotel, White Sulphur Springs, W. Va., with representatives of leading media and advertiser associations to be invited to attend last two days' sessions. Theme: "How Will Advertising Meet the Challenge of the Shift from a Sellers' to a Buyers' Market?" Program arrangements in charge of board committee headed by Thomas D'A. Brophy, Kenyon & Eckhardt.

PATRICK HENRY SITE

FOUR student winners of nationwide "Voice of Democracy" contest during National Radio Week last November will repeat their talks in House of Burgesses, Williamsburg, Va., where Patrick Henry delivered famed speech. Contest was conducted by Radio Mfrs. Assn., NAB and U. S. Junior Chamber of Commerce.

Full week of events started yesterday (Feb. 20) in Washington, including visit with President Truman and awards luncheon at Hotel Statler. Edward R. Murrow, CBS commentator, will tell story of four young winners on CBS at 7:45 p.m. today (Feb. 21).

Business Briefly

CAMELS TV FIGHTS ● *Camel's Spor Caravan*, series of boxing bouts, begins on D Mont Television Network next Monday. Seri originating in Philadelphia via WFIL-T sponsored by R. J. Reynolds Tobacco Co., Wi ston-Salem, N. C. Agency, Wm. Esty Co., Ne York.

GE SPONSORS VEECK ● General Ele tric Supply Co. and GE radio and televisio dealers of northeastern Ohio to sponsor Bi Veeck, president of Cleveland Indians baseba club, in *Bill Veeck's Report to the Fans* o WEWS (TV) Cleveland, Wed. 10-10:15 p.m starting Feb. 23. Agency, Lang, Fisher Stashower, Cleveland.

SUTTON DENIES CHARGES OF WILMINGTON DELAY

GEORGE O. SUTTON, Washington attorne for WDEL Wilmington, Del., categorically de nied Friday that station or any representativ had misrepresented any facts to FCC with re spect to progress on WDEL-TV construction as charged by WAMS Wilmington (story page 67).

He claimed WAMS petition incorrectl quoted WDEL-TV's progress report, filed i connection with request for additional time t complete construction. Photographs of WDEL TV site, submitted by WAMS, showed towe insulator on ground and also showed stee which WAMS observers failed to recognize Mr. Sutton asserted.

He said FCC did not finally approve pr posed antenna until Jan. 19, "less than 30 day ago."

He reiterated that complete reply to WAM charges would be filed with FCC with evidenc to show how "work on WDEL-TV has bee pushed to the extreme in order that the st tion might get on the air at the earliest po sible date." Announced starting date is abou May 1.

30-DAY FURTHER EXTENSION IN ASCAP TV NEGOTIATION

TO GIVE television subcommittees of NA and ASCAP more time to negotiate TV l censing agreement, society agreed to addition 30 days extension. 60-day interim arrangemen had gone into effect Jan. 1. Arrangemen authorizes video use of ASCAP music durin period, to be paid for under future negotiate terms or, if no agreement is reached, to be co sidered licensed gratis by ASCAP.

Television subcommittee of NAB Music A visory Committee to meet with ASCAP's grou Thursday. Robert P. Myers, NBC assista general attorney, is chairman of NAB subcom mittee, which he said is being reconstituted t broaden representation among TV broa casters.

AGENCY NAMES TV HEAD

WALTER J. KERWIN, with art departme of Courtland D. Ferguson Inc., Washingto named television director.

Daniel Webster Said It:

THE FARMERS ARE THE FOUNDATION OF CIVILIZATION AND PROSPERITY

There Are 446,639 Farm Homes in the WWVA Coverage Area

With Eastern Ohio, Western Pennsylvania, Virginia and West Virginia as the hub, and spreading into Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont, the prosperous WWVA farm audience area encompasses 229 counties.

Here are 1,919,351 people living and working on farms, producing nearly a Billion Dollars worth of farm products annually.

WWVA's locally produced programs, plus solid Columbia Network features, attract and hold this great farm audience. Mail surveys prove *they buy* WWVA-advertised products. Ask an Edward Petry man today.

Write For Your Free Copy: WWVA FARM AUDIENCE REPORT

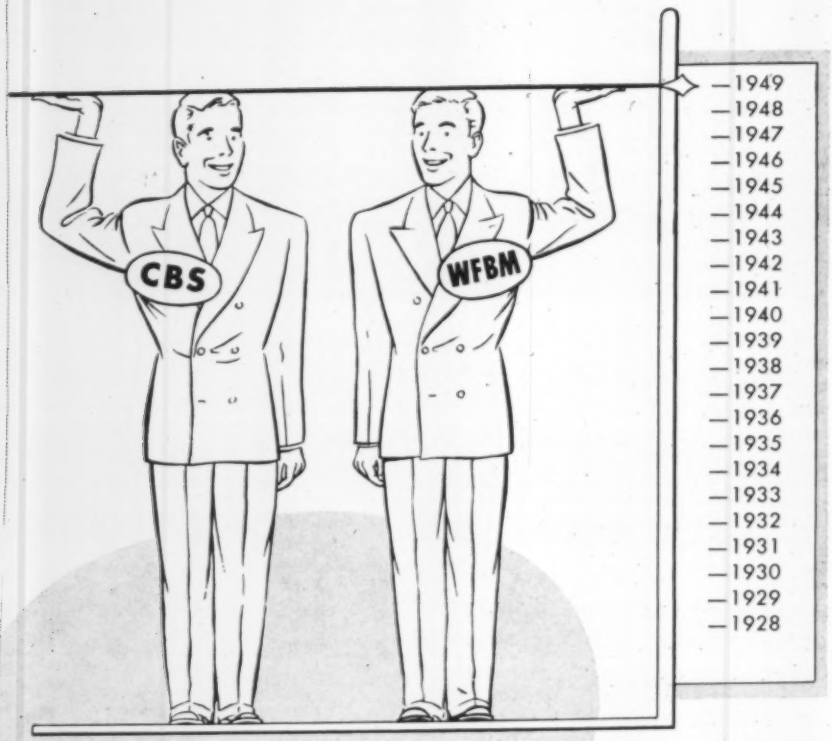
A FORT INDUSTRY STATION

WWVA

50,000 WATTS··CBS··WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters, 527 Lexington Ave., New York City



WE GREW UP TOGETHER!

• For twenty-one years—since March, 1928—WFBM has been affiliated with CBS. Through the years, WFBM has gained top Hoosier audience appreciation with popular CBS network entertainment, plus ace newscasts and a wide variety of outstanding locally produced shows. Today, these most-listened-to programs are beamed to over 400,000 central Indiana homes—sponsored year after year by advertisers who measure their radio response in terms of sales dollars.

Hoosiers *like* the combination. WFBM is Indiana's most popular station according to Hooper listening indices, which prove *no other Indianapolis station has outranked* WFBM *during the past three years.*

Successful partnership? You bet! It's been a great twenty-one years, because CBS-WFBM has combined progressive radio policies and excellent programming, supported by well-rounded promotion. With WFBM television coming in June, the next twenty-one years should provide almost two million central Indiana residents with even better entertainment service.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and
Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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Estelle Markowitz.

CIRCULATION AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*
Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Haskell, Lillian Oliver.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28
HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOPS

HOOPER STATION LISTENING INDEX

CITY: WICHITA, KANSAS CITY ZONE MONTHS: NOV.-DEC., 1948

SHARE OF AUDIENCE

TIME	RADIO STATION B	RADIO STATION C	RADIO STATION D	KFH KFH-FM
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M. — 12:00 NOON	21.1	12.9	31.1	31.1
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON — 6:00 P.M.	22.9	22.9	22.9	28.3
EVENING SUN. THRU SAT. 6:00 P.M. — 10:30 P.M.	12.9	32.8	18.0	33.9

The 1948-1949 Hooper Listening Index indicates a tremendous audience switch to KFH. As an example, Station D above, for the October-November, 1947 (weekday morning) had 40.7 and KFH had 23.4. The same period for 1948 gave station D 35.2 and KFH 27.2 *but* as you can see above, for November-December, 1948 both stations D and KFH each share 31.1.

At night the KFH audience leads all Wichita stations and exceeds that of Station D by 88%! KFH is indeed tops in Wichita.

5000 Watts - ALL the time KFH CBS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WICHITA, KANSAS

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

YOUR SOUTHWEST SALES UP?

. . . Southwest population is up 106% over 1941 . . . gross income (1947) was up 235% over 1941.

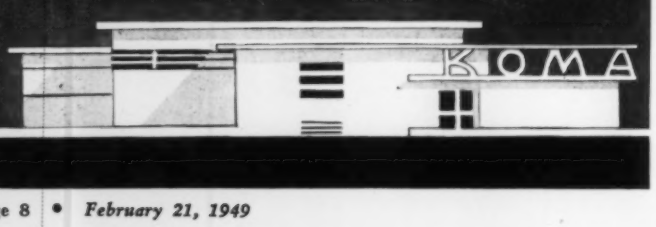
On February 6 (1949), one payroll alone in Oklahoma City was raised from $22 millions annually to $24 millions.

If you want sales from this increasingly important market, sell through KOMA . . . for KOMA alone, with its 50,000 watt primary coverage, offers you a package of 60% of *all* the rich Oklahoma market.

For complete details, write to us at KOMA, or contact your nearest Avery Knodel office.

J. J. Bernard
General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE



Agencies

BRYAN HOUSTON, formerly director of information for Economic Co-operation Administration, appointed executive vice president of Lennen & Mitchell, New York, effective March 1. **JOHN G. SCHNEIDER,** vice president and copy chief, promoted to copy director in charge of all copy activities of agency.

RUPERT THOMAS, former vice president of G. M. Basford Co., elected vice president of Walter Weir Inc., New York, Walter Weir, president, announced. Mr. Thomas will assist Mr. Weir in client relations and new business activities.

WILLIAM F. AUSTIN Jr. and **RICHARD REINS** appointed vice presidents of Brooke, Smith, French & Dorrance, Detroit. Mr. Austin is a creative supervisor and Mr. Reins is executive art director in the Detroit division.

M. J. OSIAS, head of mechanical production department of Williams & Saylor, New York, appointed a vice president and director of the agency.

ELIZABETH POWERS joins staff of Leonard F. Fellman & Assoc., Philadelphia, as account executive. Miss Powers formerly was associated in advertising, sales promotion and fashion analysis with Allied Stores Corp., Sears Roebuck & Co., and De Pinna Inc., all of New York.

KAY DALY, formerly account executive with Foote, Cone & Belding, joins William H. Weintraub & Co., New York.

J. ALLEN MITCHELL, formerly with Compton Adv. Inc., New York, joins radio commercial writing staff of McCann-Erickson, New York.

CLIFFORD C. KEMNO, formerly advertising manager of the Washington *News,* joins Mellor & Wallace agency, Washington, as office manager.

PHILIP A. SCHOETTLE appointed to research department staff of Gray & Rogers, Philadelphia. Mr. Schoettle formerly was with Bell Telephone Co. of Pennsylvania.

WILLIAM R. GROOME, formerly account executive with Cortland D. Ferguson Inc., Washington, appointed radio director of agency.

ELIZABETH R. COY, public relations and promotion consultant, joins Lewis & Gilman Inc., Philadelphia, as public relations representative on The Budd Co's woman's program. Miss Coy will headquarter at the Budd public relations office, 630 Fifth Ave., New York.

TOM S. WARD, time buyer with Dancer-Fitzgerald-Sample, New York, for past year and a half, appointed assistant account executive on the Oxydol account under **C. L. FITZGERALD,** vice president.

EDWARD FROELICH, Boston Red Sox trainer, joins Morris F. Swaney agency, Chicago, as account executive. Mr. Froelich, recently associated with A. W. Sampson agency in Boston, was also former trainer of the Chicago Blackhawks, White Sox and Cardinals and the New York Yankees.

NILS M. SMITH-PETERSON, formerly with International Nickel Co., joins public relations staff of Walter Weir Inc., New York.

ROY S. DURSTINE Inc., New York, has closed its Cincinnati office and relinquished its accounts in that office.

W. P. BOOTH, formerly with Biow Co., New York, joins Ted Bates Inc., as account executive. Prior to the war Mr. Booth was with the Kudner Agency and before that with Pedlar & Ryan.

JOHN S. FULLERTON, formerly New York manager of Harrington, Whitney & Hurst, San Francisco, and **JOHN S. COFFEY,** formerly with Doherty, Clifford & Shenfield, join executive contact department of Geyer, Newell & Ganger, New York. Both men will serve as assistant account executives.

RAY OCHER, production manager with Buchanan & Co., San Francisco, appointed secretary of Advertising Production Managers of Northern California.

ERIC J. CUDD joins public relations staff of Geare-Marston, Philadelphia-New York.

FRED M. JORDAN, formerly executive vice president and Pacific Coast Manager of Buchanan & Co., Los Angeles, has set up Fred Moyer Jordan Ad agency at 650 South Grand Street, same city. Phone is Trinity 9322. Associated with him as account executives are **A. F. BANKS,** formerly with Reta Adv. Corp., San Francisco, and **RALPH GARDNER.**

FRANCIS X. MANNING, formerly real estate advertising manager of New York *World Telegram,* joins Flint Adv. Assoc., New York, as account executi

CBS STARS
ARE ALWAYS SHINING OVER *EASTERN IOWA*
VIA **WMT**

(above) Jack Benny, world's most generous tight-wad, and his wife, Mary Livingstone.

(right) The famous Maxwell with Benny at the wheel and Eddie Anderson (Rochester) cranking.

Notorious Violinist – and Collector – Now Visits Eastern Iowa Via WMT

The man who does what shouldn't happen to a dog to a violin, the collector with the one-way wallet, the parsimonious master of the delayed payment, the man whose bucks grow antlers in subterranean vaults, the put-upon character with the magnificent Maxwell, the man who works with Mary Livingstone and Rochester and Phil Harris, the Wit of Waukegan . . . is another CBS star whose program now reaches Eastern Iowa's vast farm and city market via WMT.

When you want to tap a truly prosperous, well-balanced market, remember WMTland, where loyal listeners in town and country tune regularly to 600 kc. for the best in entertainment. Ask the Katz man for full details about WMT, Eastern Iowa's exclusive CBS outlet.

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

FIRST IN BMB

FIRST IN HOOPER

FIRST IN THE SOUTH'S FIRST MARKET

All "vital statistics" show that Houston and its great Gulf Coast market are growing lustily.

Department store sales are up 23% for the first 11 months — tops among Texas cities. Building permits for 11 months jumped from $65,080,064 in 1947 to $92,273,372 in 1948. Harris County population increased from 740,000 to 780,000.

To sell Houston and the Gulf Coast, buy KPRC— FIRST IN EVERYTHING THAT COUNTS.

KPRC HOUSTON

950 KILOCYCLES • 5000 WATTS

NBC and TQN on the Gulf Coast
Jack Harris, Manager
Nationally Represented by Edward Petry & Co.

Feature of the Week

PROGRAM FORMAT for *Your Red Cross Show* is discussed by (seated, l to r) Robert Duffield, WOWO manager; Warren Widenhofer, Red Cross public information director; Pierre Boucheron, WGL manager; Glenn Thayer, WANE manager; (standing) Ed Thoms, WFTW manager; George Fishering, local Red Cross chairman, and Hilliard Gates, WKJG manager.

* * *

NO MATTER which way you turn in Fort Wayne you cannot escape the Red Cross. That, at least, is the case if you are turning your radio dial between 6:30 and 6:45 p.m. on Saturday evenings.

Through the cooperation of the Fort Wayne radio stations (WOWO WOWO-FM WGL WKJG

(Continued on page 71)

On All Accounts

THE STAGE was made safe for people like John Barrymore when Arnold Maguire changed his mind about becoming a "great actor" and turned writer.

That was 30 years ago. Today, Arnold Maguire is West Coast director of television in Hollywood office of Foote, Cone & Belding. And, in true pioneer fashion, as becomes a "native son of the Old West" (he was born in San Francisco), the tall, good-looking Mr. Maguire has blazed many trails in the years between.

Now suffering with television through its growing pains, he was in radio when giveaways weren't even a twinkle in a sponsor's eye.

His stage career, which followed a year after graduation from St. Mathews College, San Mateo, Calif., in 1919, lasted one year. During that time he appeared as a "stooge" in a Raymond Hitchcock production, "Hitchy Coo," being shown in San Francisco before going to New York. It was shortly after his stage demise that he made his first $100 in writing by selling a brief comedy skit to Mr. Hitchcock for use in the New York showing of the play.

ARNOLD

In 1925, "thanks to a relative" on the San Francisco *Chronicle*, Arnold landed his first regular job as a roving reporter for the paper. He "roved" there for one year, writing a humorous column on sidelights of the news. One of the most impressive things, he says, was his learning to typewrite.

About this time radio was beginning to assert itself, and for the next few years he tried his hand at writing radio scripts. "They were taking anything at that time," says Arnold, "so I was quite successful in selling them."

In 1930 he put both feet in the radio door by joining KFRC, the San Francisco Don Lee outlet, as a writer. His first chores were writing and producing skits on the *Blue Monday Jamboree*, and later on *Hodge Podge Lodge* for the then CBS-affiliated Don Lee network of five stations.

Promotion to position of production manager came two years later.

In 1935 he switched to NBC San Francisco as producer-writer. After a year producing and writing *Carefree Carnival* he went south to Los Angeles with the show when it was transferred there. With NBC for

(Continued on page 84)

WFBC's MARKET IS 853,700 PEOPLE

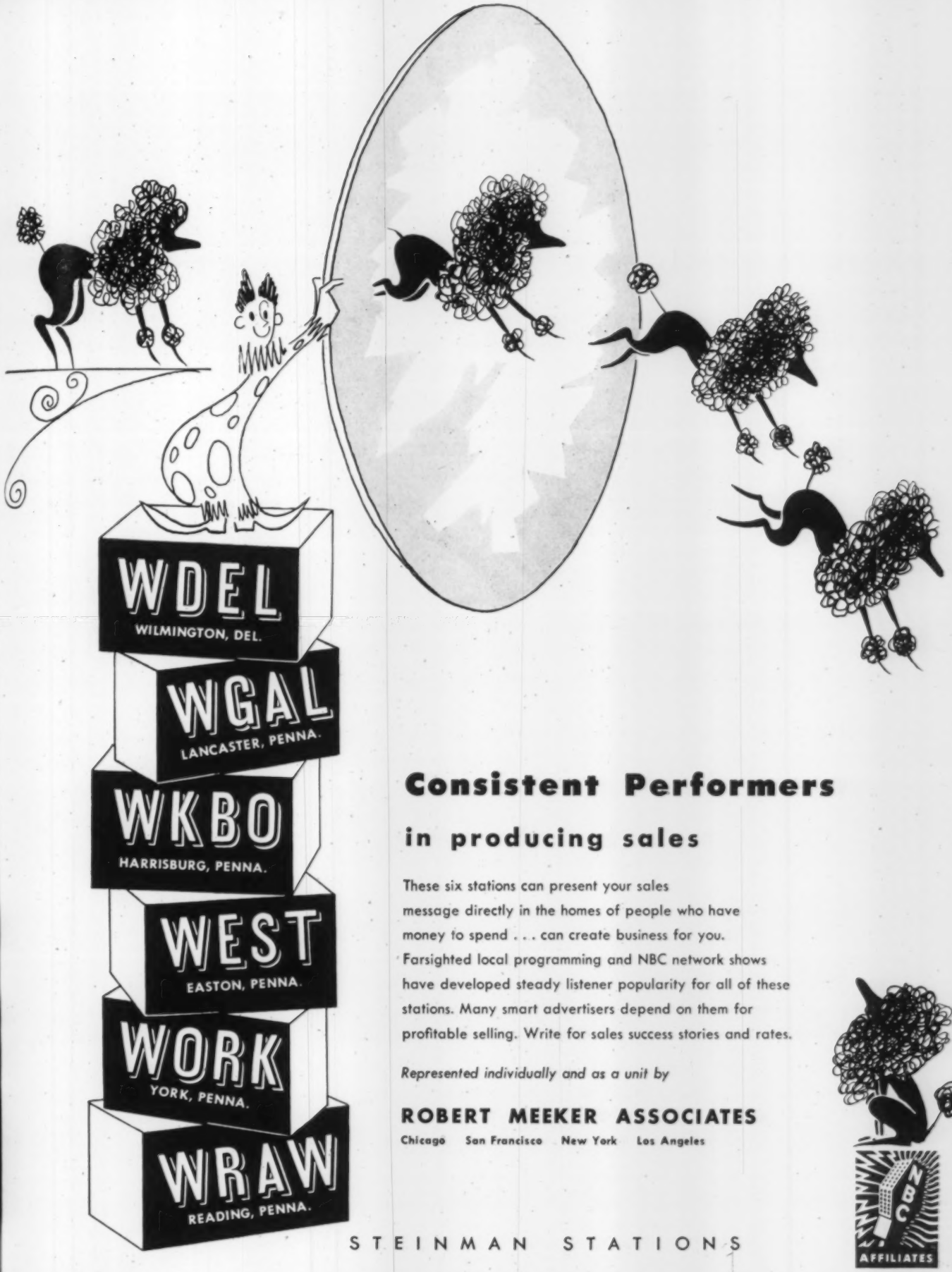
FINEST IN South Carolina

Finest in Retail and Wholesale Sales, Buying Income, Industrial Payrolls, Automotive Registration. First in ability to buy your products.

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG
ANDERSON MARKETS

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.



Consistent Performers

in producing sales

These six stations can present your sales message directly in the homes of people who have money to spend . . . can create business for you. Farsighted local programming and NBC network shows have developed steady listener popularity for all of these stations. Many smart advertisers depend on them for profitable selling. Write for sales success stories and rates.

Represented individually and as a unit by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

STEINMAN STATIONS

NBC AFFILIATES

Market Brochure

EDITOR, BROADCASTING:

A great many broadcasters have requested reprints of the two broadcast market studies made by Dr. Andrew and published in BROADCASTING.

We have reprinted these articles in a brochure entitled "A Study of Profit Opportunities for New Stations."

We will be very glad to send free copies of this brochure to any of your readers who write us.

Malcolm Kelly
Adv. Manager
Andrew Corp.
363 E. 75th St.
Chicago 19.

[Editor's Note: The two studies of which Mr. Kelly speaks are "Industry Barometers, One Billion Dollar Gross Seen in 1957" which appeared in BROADCASTING, Aug. 2, 1948, page 22 and, "Market Potential, Predicted Gross Gauges Station Chances" which appeared in BROADCASTING's MARKETBOOK, Oct. 11, 1948, page. 11.]

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Auto TV Ban

EDITOR, BROADCASTING:

Readers of Jeremiah Courtney's excellent article on legislative bans on automobile television [BROADCASTING, Feb. 7] will be interested in the enclosed editorial which appeared in the St. Louis *Star-Times* on Jan. 27. . . . The editorial follows:

State Senator Milton F. Napier, of St. Louis, has introduced a bill that would make it illegal to install a television receiver in a motor vehicle where it could be seen by the driver. Even a bad driver who is watching the road is better than a good driver who is not. The danger of having a receiver that might detract the driver's attention from driving should be apparent to all. It should be apparent, but is not. As sure as the rising of the sun, as sure as the fact that "something new" will be added to the next year's automobiles, you can count on some people's wanting to put television on their dashboards.

New York, says Senator Napier, already has such a prohibition. Several other states are considering it. Missouri, which has lagged in passing a strict driver's license law, should be one of the pioneers in this respect.

The bill should make a distinction between commercial television and new uses of television for safety that might be worked out. Television, like radar, has many possible uses. It might be developed to give drivers of vehicles and engineers of trains better vision. It might be developed, for example, so as to give the drivers of huge trucks a clear view of the road behind, and to permit engineers of trains to see the track better both in front of them and to the rear. Just as road safety requires that some uses of television be banned, so does road safety require that other possible uses be permitted.

Elzey M. Roberts Jr.
Vice President
St. Louis Star-Times
St. Louis

[Editor's Note: The interesting possibilities of television as a safety device should certainly be explored before state legislatures pass bans on all television for motorsts.]

* * *

Copy Approval Stamp

EDITOR, BROADCASTING:

Many dollars are being spent in a variety of different ways to promote radio advertising.

May I suggest a quite simple but effective idea that will not solve the problem, but will help to accomplish this aim.

Form a research department, perhaps through the NAB, to test articles offered through radio advertisement, or all articles submitted by the manufacturer. If it meets with certain set standards it would be "accepted for advertising by the National Association of Broadcasters" or some such title.

I believe the manufacturers would go along with the idea and perhaps help pay the expense of maintaining such a test department. After all, it would help them to have their merchandise "accepted for radio advertising." This line could be incorporated in radio copy, newspaper copy, billboards, magazines, etc., thus giving a great deal of publicity to radio advertising in general, at little or no cost, perhaps, to the radio industry in general.

Dick Holloway
Commercial Manager
WTRC, WTRC-FM Elkhart Ind.

* * *

'Airator' Suggested

EDITOR, BROADCASTING:

Out here just off the edge of . . . "Operation Snowbound" we learned *radio* and the ski-plane were the *only* mediums reaching the people prior to Congressman O'Sullivan getting Gen. Pick and the Army taking over, then weasels and 'dozers too were able to bring regular services to the isolated citizens. . . .

. . . Some embryonic lexicographer should coin an equivalent radio term meaning a "radio reporter" how about "Airator"? . . .

Bud Crawford
President
Custer County Bcstg. Co.
Broken Bow, Nebr.

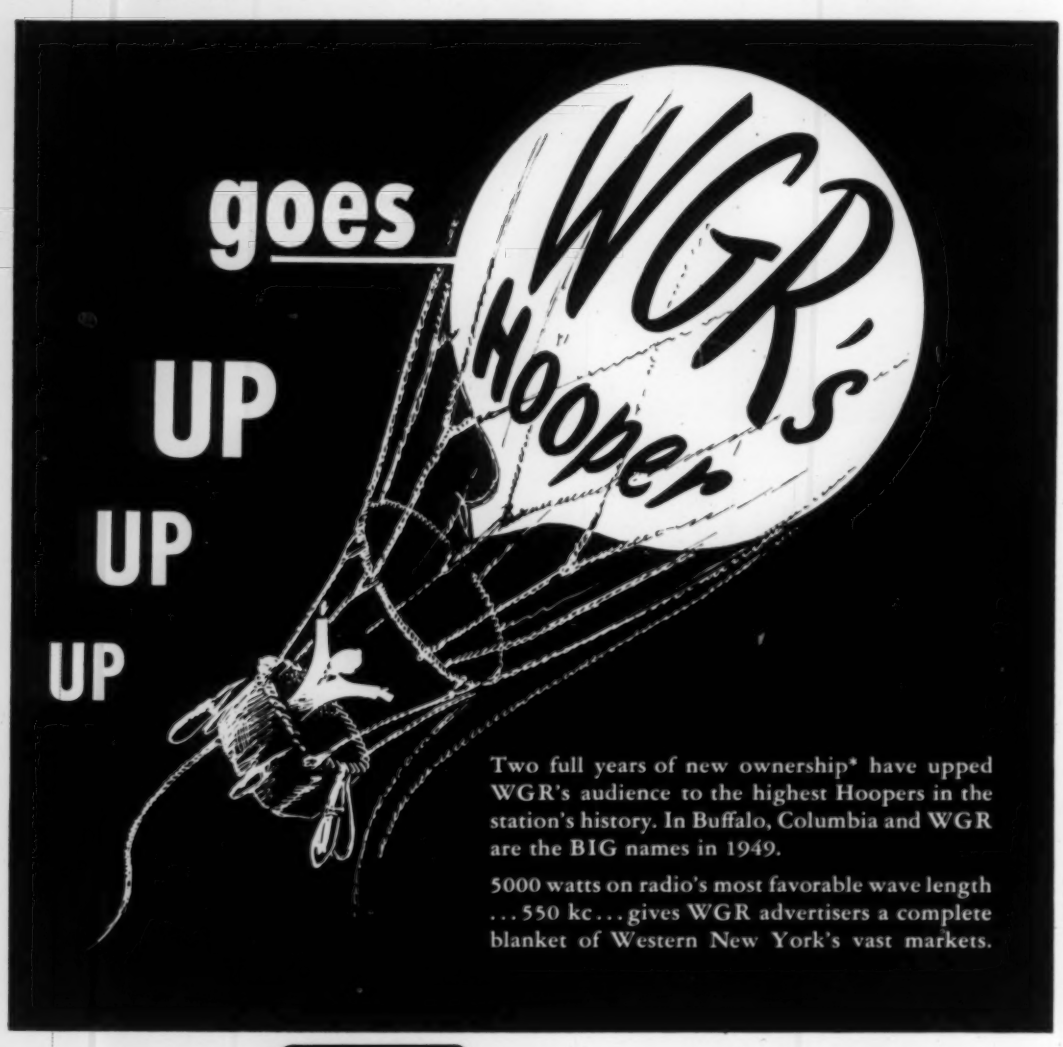
* * *

Adds Ammunition

EDITOR, BROADCASTING:

I have just finished reading the editorial "Press-Radio War II"

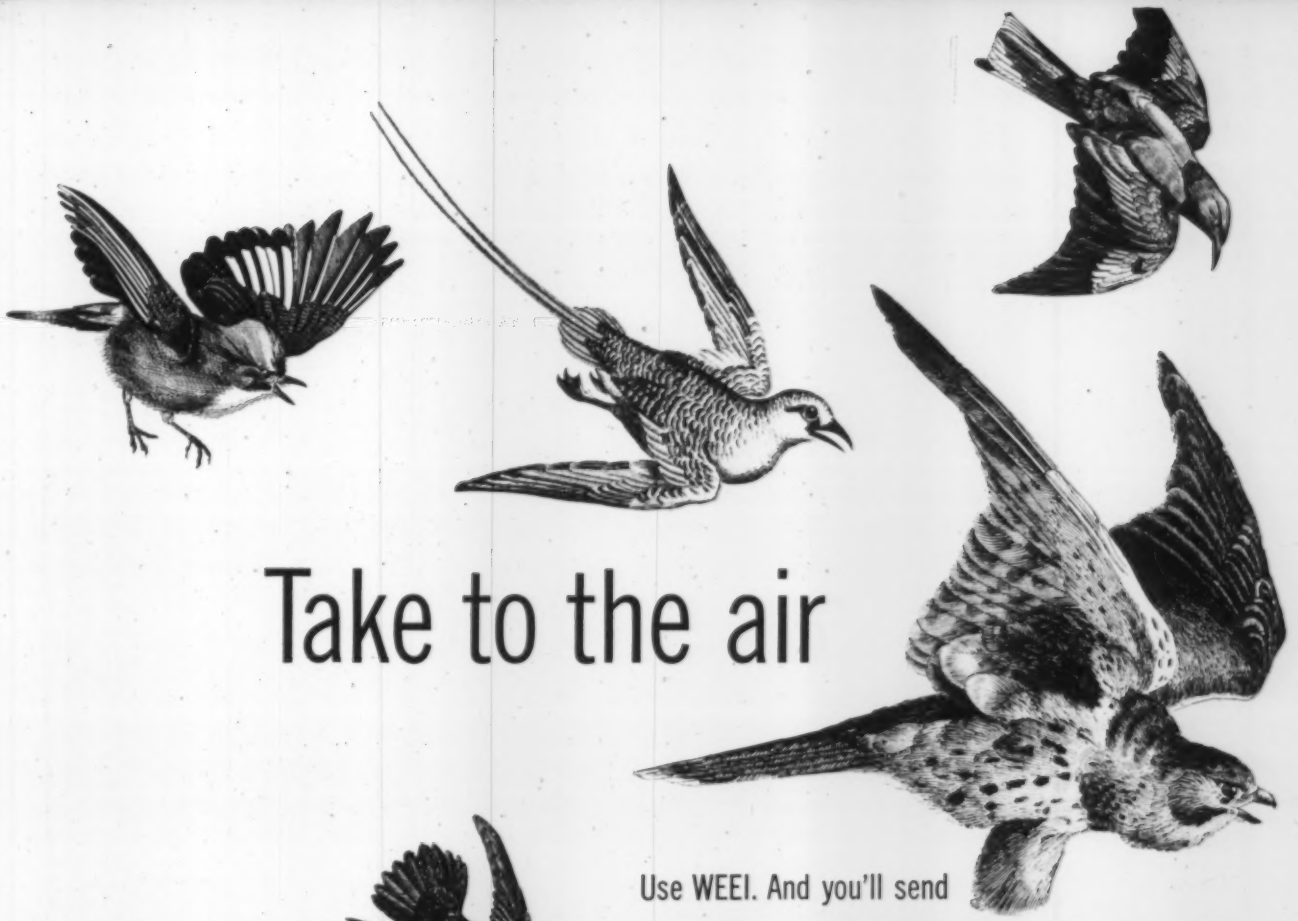
(Continued on page 22)


goes
UP
UP
UP
WGR's
Hooper
Two full years of new ownership* have upped WGR's audience to the highest Hoopers in the station's history. In Buffalo, Columbia and WGR are the BIG names in 1949.
5000 watts on radio's most favorable wave length . . . 550 kc . . . gives WGR advertisers a complete blanket of Western New York's vast markets.

Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry

WGR 550

Buffalo's Columbia Network Station
Broadcasting Corporation
RAND BUILDING, BUFFALO 3, NEW YORK
National Representatives: Free & Peters, Inc.



Take to the air

Use WEEI. And you'll send your sales curve soaring in Boston. Because all week long—from sign-on to sign-off all seven days of the week—WEEI delivers the biggest rating more often than all other Boston stations combined!*

To take to the air with a WEEI local origination that commands a sky-high rating, call WEEI—"Columbia's friendly voice in Boston"—or your nearest Radio Sales office.

The sales results from your WEEI program will have you walking on air.

*"Quarter-hour wins," Pulse: Sept.-Oct. and Nov.-Dec. 1948

WE DON'T MIGRATE TO SETTLE (Ky.)!

No, Sir, at WAVE we don't push out into the wide open country to Settle (Ky.)! We ain't afeerd of Injuns—we just know that kind of pioneering in Kentucky doesn't pay off!

Instead, WAVE attends to *business* in the Louisville Trading Area. With a total Net Effective Buying Income of over a billion dollars, folks in this great Kentucky market maintain a 46% higher standard of living than do the families in the parts of the State we *don't* cover!

How about it? Why not skip the bush-breaking and get *prosperous* in WAVE's Louisville Trading Area? Or would you *ruther* git scalped, Scout?

LOUISVILLE'S
WAVE

NBC AFFILIATE

5000 WATTS . 970 KC

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

New Business

CROWELL-COLLIER PUBLISHING Co., New York, sponsoring two weekly programs on 19 Don Lee stations for 47 weeks. Programs are *Mutual Newsreel* (Thursdays, 6:15-6:30 p.m. PST) and *Rise and Shine* (Fridays, 7:30-7:45 a.m. PST). Agency: Kudner Adv., New York.

BUCHANAN & Co., San Francisco, starts handling **WELCH GRAPEJUICE Co.** account for 12 Western states. Entire national account formerly was handled out of agency's New York office.

GLOSTEX PRODUCTS Inc., Chicago, expects to expand its spots and programming for Gaylark auto seat covers from current 12 markets, mainly in Midwest, to Boston, Albama, Texas and West Coast within a month. New program formats being considered. Agency: Bennett, Petesch & O'Connor, Chicago. **GEOVIL V. NEREIM** is account executive.

DANDRUG Corp., Highwood, Ill., appoints Casler, Hempstead & Hanford, Chicago, to handle its account, and plans to test Sulfo-Dandrug, sulfa scalp preparation, in several radio markets. Results of tests will determine schedules. **ROBERT BROOKMAN** is account executive.

BRICK O' GOLD Corp. (ice cream and dairy products), Redwood City, Calif., appoints Raymond L. Sines & Assoc., San Francisco, to handle advertising. Radio will be used. **RAYMOND SINES** is account executive.

L. B. LABS, Glendale, Calif. (L. B. Hair Oil and shampoo), appoints Smith, Bull & McCreery, Los Angeles, to handle special national merchandising program. Radio will be used.

GENERAL ELECTRIC Supply Corp., Los Angeles, and two of its L. A. area television set dealers, Gibson & Devore, Torrance, and Elmo Radio & Television, Lynwood, Feb. 15 started co-sponsorship of half hour weekly musical television show *Picture Album* on KLAC-TV Los Angeles for promotion of television sets. Contract is for 13 weeks. Agency, Ross, Gardner & White Adv., Los Angeles.

LEHN & FINK PRODUCTS Corp., New York, appoints McCann-Erickson, New York, to handle advertising program for O-SYL, non-poisonous disinfectant. The agency also handles the company's Hinds Honey and Almond fragrance cream and Etiquet deodorant accounts. Media plans are being prepared.

DR. BEAUCHAMP, Los Angeles dentist, Feb. 1 started radio schedule on four California stations: five-weekly quarter-hour *Breakfast in the Blue Ridge* program for 26 weeks, and ten spots a day seven weekly for 52 weeks on KFMB San Diego; five-minute daily *Inside Story* plus five minute six-weekly newscast on KYA San Francisco; 18 spots daily seven days weekly on KSON San Diego for 52 weeks; 11 spots weekly for 52 weeks on KFSD San Diego. Agency: Charles N. Stahl Adv., Los Angeles. Dentist also recently started five weekly quarter-hour *Eddy Arnold Show* on KROW Oakland through Stahl-Casey, San Francisco.

Network Accounts . . .

GENERAL FOODS Corp., New York, for Baker's Premium Shred and Southern Style Coconut, to begin spot announcement campaign to supplement its magazine advertisements. Spots will be used five weekly on *When a Girl Marries*, NBC; *Wendie Warren*, CBS, and on WOR New York's *Martha Deane* program. Agency for Baker products: Benton & Bowles, New York.

CALIFORNIA SPRAY CHEMICAL Co. (Ortho Garden Spray) to sponsor *Ortho Garden Guide* on eight MBS California outlets. Contract is for 26 weeks. Agency: Cosby & Cooper, San Francisco. **NORVILLE GILLESPIE**, KFRC San Francisco garden reporter, conducts program, which had previously been carried as a local sustainer by station.

S. O. S. Co., Glendale, Calif. (Soil-Off), Feb. 14 started for 52 weeks complete five-weekly sponsorship of *Mr. Information* on basic Columbia Pacific Network plus KERN Bakersfield, Calif.; KIMA Yakima, Wash.; and KOLO Reno, Nev. Program aired Monday through Friday, (2:55-3:00 p.m. PST). Firm formerly sponsored program three times weekly. Agency: McCann-Erickson, San Francisco.

MILES LABS, New York (Alka-Seltzer), renews for two years *Alka-Seltzer Newspaper of the Air*, twelve weekly, Sundays through Fridays (10-10:15 a.m. PST; 9-9:15 p.m. PST) on all Don Lee Network stations plus four Arizona stations: KOOL Phoenix; KCKY Coolidge; KNOG Nogales; KCNA Tucson. Agency: Wade Adv., New York.

GUESS I'LL JUST TAKE WDAY'S "MIKE NOTES"!

Did you ever hear of a listener who *paid dough* for his favorite station's "house organ"? Neither had we! But last year 10,031 of us Red River Valley families—in *90* counties—*paid 10,031 bucks for our subscriptions to WDAY's monthly paper, "Mike Notes"!*

That's pretty typical of our fabulous North Dakota hayseeds in the Valley because they all make *big dough* and all *love WDAY!* BIG DOUGH? Yup, an average Effective Buying Income per family of *$5599!* LOVE WDAY? You bet! Every survey shows they prefer it about *4 to 1* over any other station!

Ask us or Free & Peters for all the figgers!

WDAY

FARGO, N. D.

FREE & PETERS, INC. Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS

WOR'S OWN GALLERY OF NOTABLES

these biographies are fictional, in name and locale, but the results are not; that is, fictional. Every sale mentioned here is a true one, extracted from one of the most extraordinary success story files in American radio

ALFRED and G. G. MARTIN CLEFT

—two brainy WOR advertisers who just l-o-u-n-g-e these days in Sebastian, wherever *that* is. Called their advertising agent one day, said, "This WOR thing—hear it all over the place. Other people must. Let's use it." Said dutiful advertising agent, "Of course, gentlemen."

While on WOR, the Cleft Brothers' line increased from three to eight products in a viciously competitive field; plants spread throughout the immediate WOR area. Time and again these shrewd men have said that WOR with its program was a mighty instrument in their company's and their products' success and constant growth.

J. WORTHINGHAM GRANT

started a little company during the bombing days—remember, 1943? Dropped into WOR one day, said, "Look, most of the money I've had I've dropped into this idea of mine. Got some cash, but not much. What do you recommend?"

In 8-weeks WOR doubled the sales expectancy this harried maker had set for himself. In 8-weeks WOR put the product on the shelves of 50% more dealers than he had hoped might take it. WOR, in fact, opened up grand distribution for this man in the residential communities of New Jersey, Long Island, Connecticut, Rhode Island and Pennsylvania.

SWEDLEY M. RAMP

Curious client. Had a supremely gifted bird as pet; type undetermined; the bird's, we mean. Wealthy today. Soars frequently above Manhattan area tooting strange Congo instrument, as bird honks.

WOR increased sale of this client's product three times greater than its sales during the previous year. And though the crop was glutting the market—it was a food—WOR aided distributors in selling out their entire supply and helped them maintain a high profit in the face of reduced pricing.

ADOLF and OSTREPPO VAN MERL

Very able men. Live someplace up around the country. Love cycling and informal steak fries when not buying more time on WOR.

Within the brief period of 12-months, WOR spurted the sale of their product from zero to the #2 seller in the metropolitan area. At the same time, WOR helped them obtain 100% wholesale distribution and 80% retail distribution in and around New York.

NOTE—*all joking—if you considered it such—is essentially minor. But this, we think, is not . . .*

WOR is a powerful force in the lives of the majority of 36,000,000 people in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of southern Georgia, WOR's voice is a welcome and forceful one.

WOR is deliberately programmed to be an intimate medium. It's probably the warmth it creates and the confidence it builds in the hearts and minds of millions of people that make it one of the most successful selling forces in America today.
May we tell you more about it—at 1440 Broadway, in New York?
Or at your office?

WOR

—heard by the most people

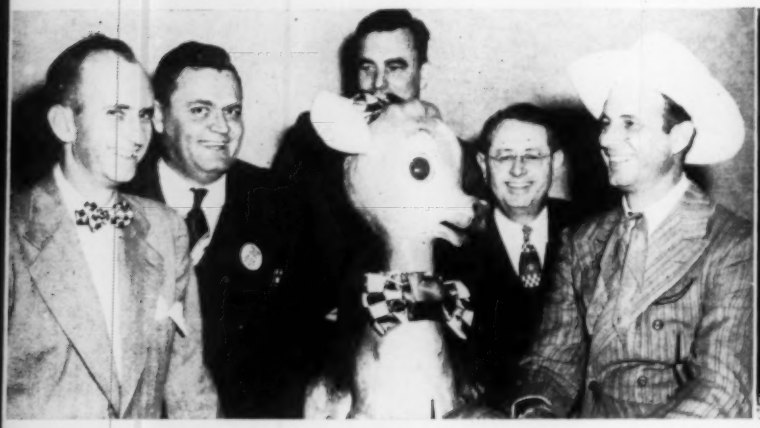
Mutual where the most people are

Radiorama

TAYLOR Grant (r), editor-narrator of ABC *Headline Edition* (7 p.m., Mon.-Fri.), receives congratulations on 1,000th broadcast Feb. 17 from Thomas Velotta, ABC vice president of news and special events.

PLANS for second annual soil conservation contest in Colorado are discussed by officials of the sponsoring organizations—KLZ Denver and the Denver *Post*. Consulting state map are (l to r) Palmer Hoyt, *Post* editor and publisher; Hugh B. Terry, KLZ manager; Lowell Watts, KLZ farm reporter, and Ralph Patridge, *Post* farm editor. Five $500 prizes will be awarded this fall.

JIMMY FIDLER (r) opens one of 400,000 letters received in his National Kid's Day Foundation slogan contest with John Van Nostrand Jr., v.p. and radio-TV director, Sullivan, Stauffer, Colwell & Bayles.



"BEAUTINA," Purina's talking calf heard on the WSM Nashville *Grand Ole Opry*, is admired by (l to r) S. W. Brown, president of Brown & Bowers, agency; Blake Pullen, southern regional chief of Purina Mills; J. E. Streetman, Purina's Nashville division salesman; Ralph Jarrett, Purina salesman, and Cowboy Copas, WSM singing star featured on the show.

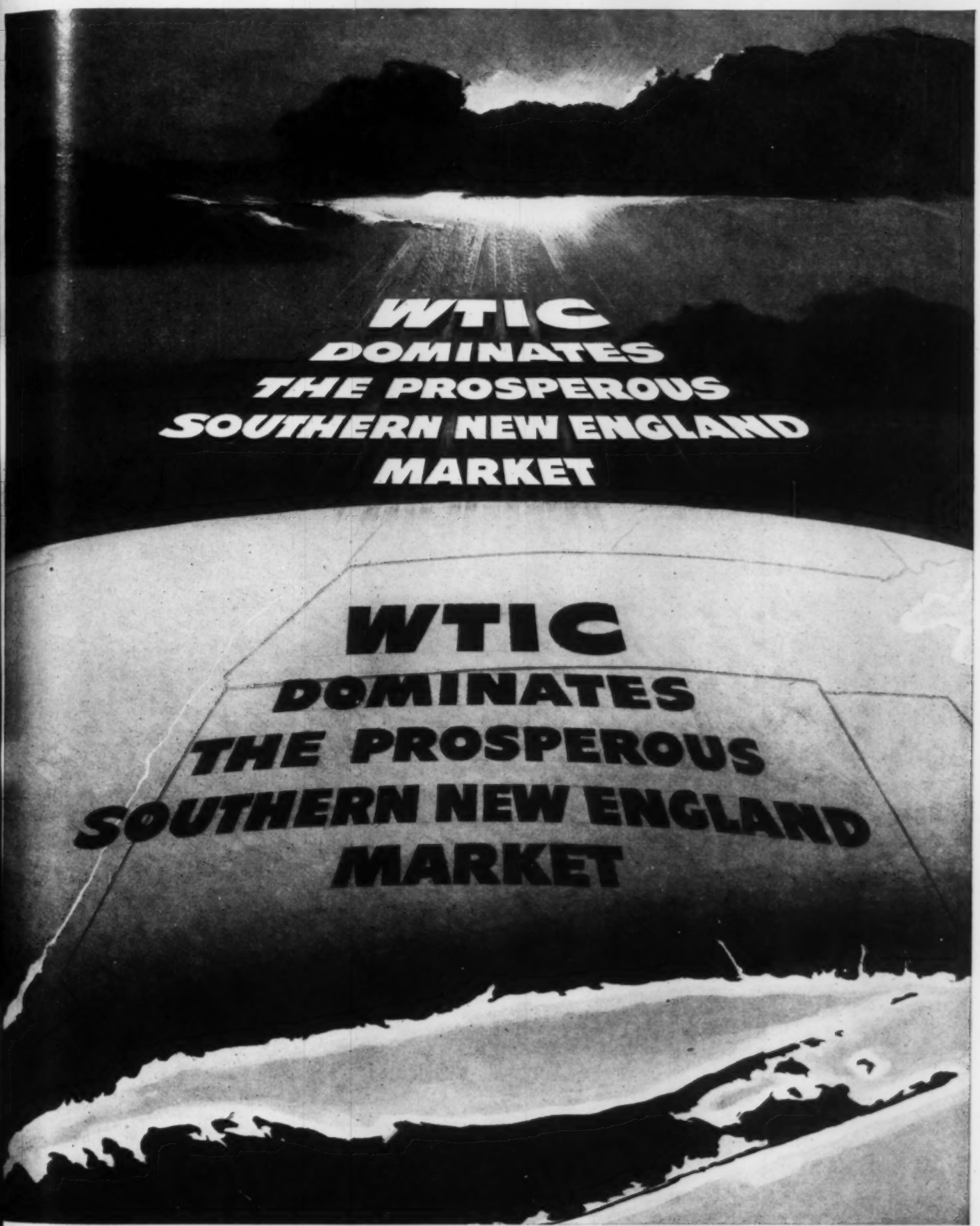
COMBINED facilities of 18 Tobacco Network and Dixie FM Network stations have been made available to North Carolina's new governor, Kerr Scott (behind mike). Making presentation are (l to r) Fred Fletcher, Dixie FM Network pres.; Louis Howard, Tobacco Network pres., and E. Z. Jones, Dixie FM Network v.p. and pres. of N. C. FM Assn.

NEW OFFICERS of Southern California Advertising Agencies Assn. are (l to r) Henry Welsh, Welsh-Hollander; Lee Ringer, Lee Ringer Adv. Co., and Norton Mogge, Mogge-Privett, all of Los Angeles.

NALLEY's Inc. sponsorship plans for *Meet the Missus* on Columbia Pacific Network are reviewed by (l to r) Ole Morby, CBS San Francisco mgr.; Evert Landon, Nalley's pres.; James Heffernan, v.p. Milne - Heffernan, agency, and Bill Shaw, CPN asst. sales mgr.

DOUBLE-play advertising campaign using transit FM and car cards in St. Louis for Roosevelt Federal Savings & Loan Assoc. is consummated by (l to r) Robert Hyland, KXOK-FM St. Louis; Robert Seat, Robert Seat Agency, and George Metcalfe, bank pres.

FIRST regular WNEW New York sports show since war is discussed by (l to r) Harry Krawit, v.p. of Peck Adv., agency for Howard Clothes, sponsor; Jimmy Powers, sports editor New York *News*, talent, and Dan Stein, WNEW account executive.

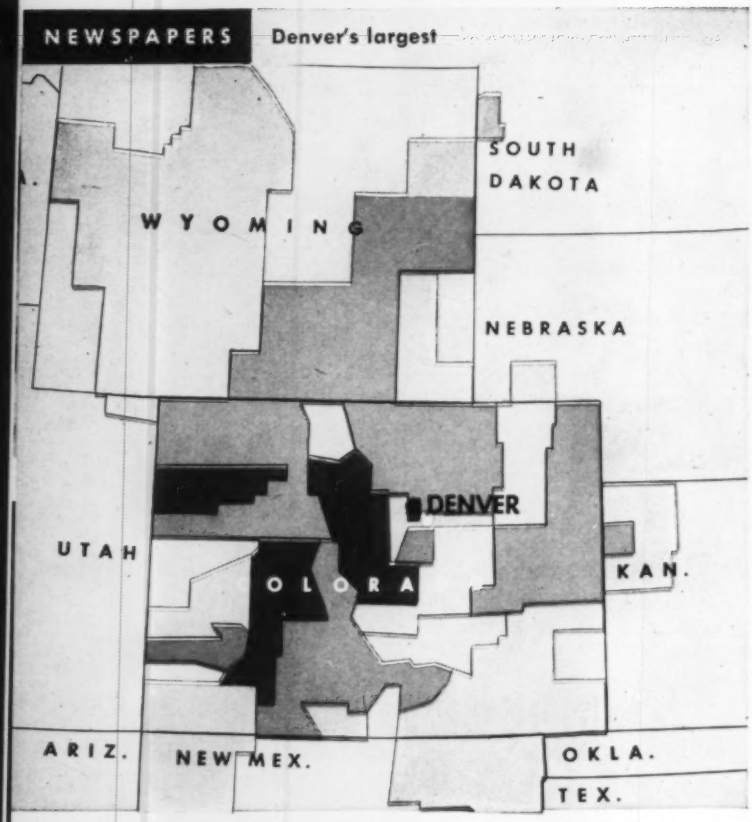


Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

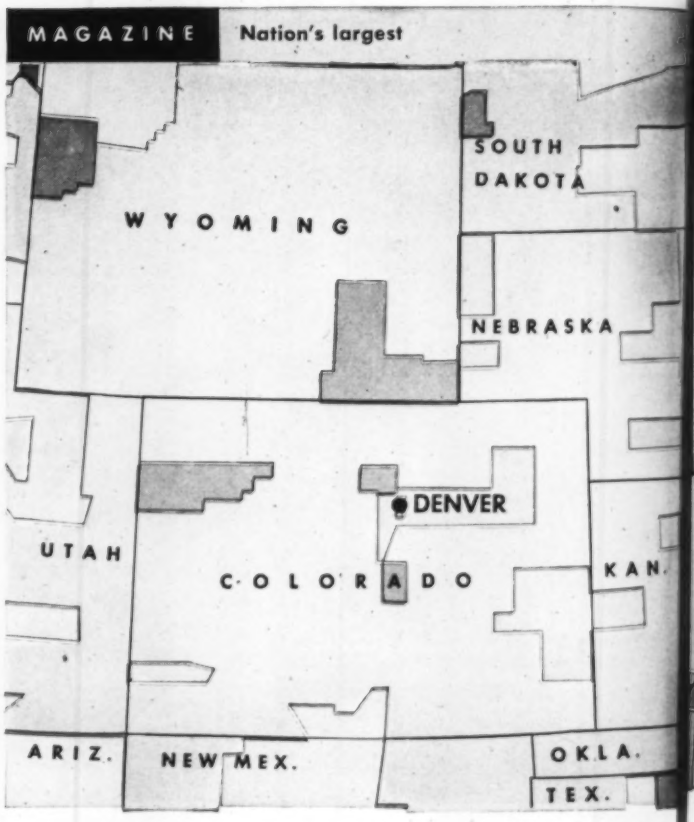
WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

Your *customers* may blanket the area.. *bu*

The people who stabilize your sales, your present customers, may live 50 miles . . . 100 miles . . . 200 miles from the nearest city where you advertise. Are you keeping these regular buyers sold on your product?



Total circulation in area — 194,099 (Audit Bureau of Circulations)

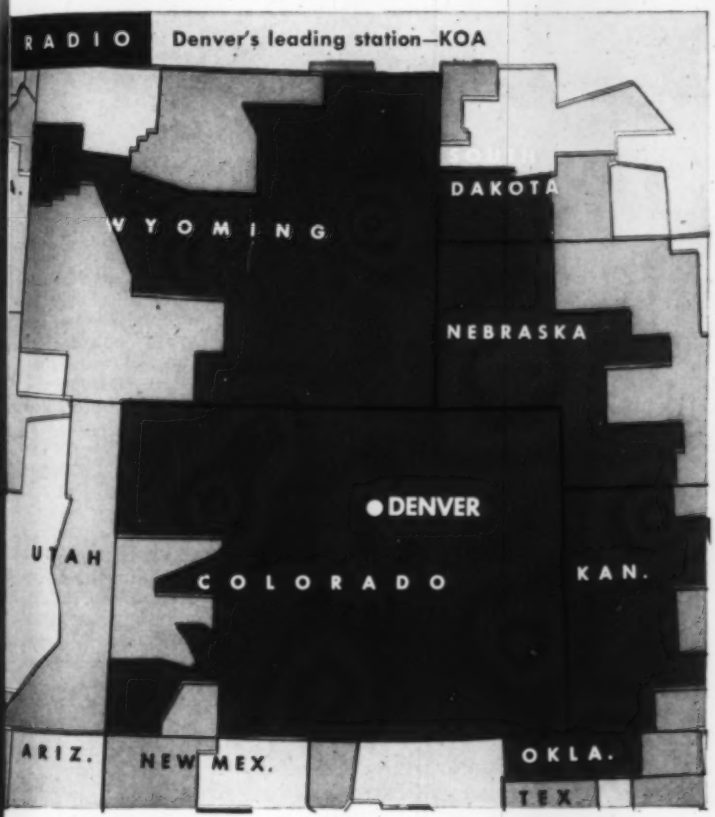


Total circulation in area — 100,330 (Source available on request)

NBC

...does your advertising?

Does your advertising reach the majority of people inside and *outside* the city limits?... Here are three maps of the mountain states. Which medium best covers the most customers from a *single origination point*... Denver?



Total audience in area (daytime)—405,320 (Broadcast Measurement Bureau)

KOA is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You'll be amazed at how thoroughly these stations blanket the areas where your customers buy.

New York	WNBC
Chicago	WMAQ
Cleveland	WTAM
Washington	WRC
San Francisco	KNBC
Denver	KOA
Schenectady	WGY

LEGEND

- 50 to 100% of total families reached
- 25 to 49% of total families reached
- 10 to 24% of total families reached

SPOT SALES

NEW YORK • CHICAGO • HOLLYWOOD • CLEVELAND • WASHINGTON • BOSTON • SAN FRANCISCO • DENVER

Open Mike

(Continued from page 12)

the Jan. 31 BROADCASTING.

I am sure that you have noticed the increase, in the past year or so, of the little, sly "digs" the printed mediums are taking at radio. Scarcely a comic section appears in a newspaper these days without a cartoon that throws a bad light on radio . . . popular magazines are using the same tactics in their cartoon material. . . .

And then, there are columns and articles. . . . Some of their efforts are so absurd that you can hear the publisher's check crinkling in the background. . . .

William R. Tedrick
Station Manager
KWOC Poplar Bluff, Mo.

[Editor's Note: Our comment is the same as that with which we closed the editorial to which Mr. Tedrick refers: "Radio Is Keeping Its Powder Dry."]

'People' Talk Back

EDITOR, BROADCASTING:

I appreciate both the controversy over my "Talking People" and the imitators who have sprung up all over the place—all very flattering.

Choruses, of course, are not new but date back to Euripides, as has been mentioned. And I never said that I was the first to use a group speaking in unison, and Ann August, who wrote the wonderful story which started all this, did not credit such a remark to me.

However, Euripides and his centuries of choral successors—including the moderns—all have had some hint of rhythm holding them together. There was feeling of metric pulse regardless of what they were reciting.

But my "Talking People" perform without the aid of rhythmic meter and pulsations, talking,

Mr. Willson (r) and the "Talking People" [BROADCASTING, *Jan. 3*].

* * *

sneezing, snorting, laughing, weeping in unison with exacting inflections which I do claim to be an innovation and, until I hear a recording dated to prove prior performance—and I would welcome such evidence—I maintain that no one, not even the Greeks, had anything done exactly like Meredith Willson's "Talking People."

Meredith Willson
Hollywood

Happy at WOL-MBS

EDITOR, BROADCASTING:

Radiorama's identification last week (Feb. 14) of our Bill Henry as "Bill Henry, CBS News" calls forth a firm protest in his behalf.

It is generally noted, I am told, that there is a more or less measurable trend to that august network; however we at WOL-Mutual rise in righteous wrath to assure you it's not happening to Henry! As the photo plainly shows, Bill Henry is right happy at WOL-Mutual. In fact it is our fond hope (and expectation) that Bill will remain an outstanding WOL-Mutual news personality for many years to come.

A sidelight concerning that Radiorama picture: Mr. Truman told Henry that the microphone which was presented him (on which the President delivered his first House address after assuming office in 1945) was a possession cherished above all which had come to him in the White House.

John Bondeson
Director of Promotion
WOL Washington

* * *

Added Credit

EDITOR, BROADCASTING:

. . . I noted with interest, your article in the issue of January 24th covering the awards to ZCMI, in the recent NRDGA contest. I wish, however, to call your attention to a mis-statement of fact in paragraph 11, to wit: "Conceived and produced by Alene Dalton (Mrs. Ross Dalton in private life), who has a degree in child psychology and abhors blood-and-thunder fare for small fry, the series [referring to *The Story Princess* program] features such childhood favorites as Little Red Hen and Snow White."

I feel that KSL's fine facilities, and my efforts as actual producer of the show, having directed it since May of 1947, coupled with the able assistance of our expert sound technician, Mr. Alden Richards, are in large measure responsible for the degree of excellence attained. . . .

. . . Thank you for your usual up-to-the-minute reporting of all developments in the industry.

Francis L. Urry
207 L St.
Salt Lake City, Utah

[Editor's Note: BROADCASTING is happy to give credit where credit is due on production of The Story Princess program.]

* * *

TV Program Coverage

EDITOR, BROADCASTING:

There is a crying need for a *good* publication—such as yours—to cover TV broadcasting from the program angle—both the technical and program content of TV programs, of course.

F. A. Timberlake
TV Engineer
WENR-TV Chicago

*AVAILABLE

. . . and ready to sell!

★

Tom Reardon's

"AFTERNOON HIT PARADE"

5:45 p.m. to 6 p.m. CST Segment

WHHM	Sta. B	Sta. C.	Sta. D.	Sta. E.	Sta. F.
4.7	4.6	4.2	1.7	1.5	1.4

Latest Hooper Continuous Measurement

★

WHHM

Independent - - but not Aloof

Memphis, Tennessee

Member Association of Independent Metropolitan Stations

Patt McDonald, manager
FORJOE & CO., representatives

On WCAU you're in Philadelphia

50,000 watts

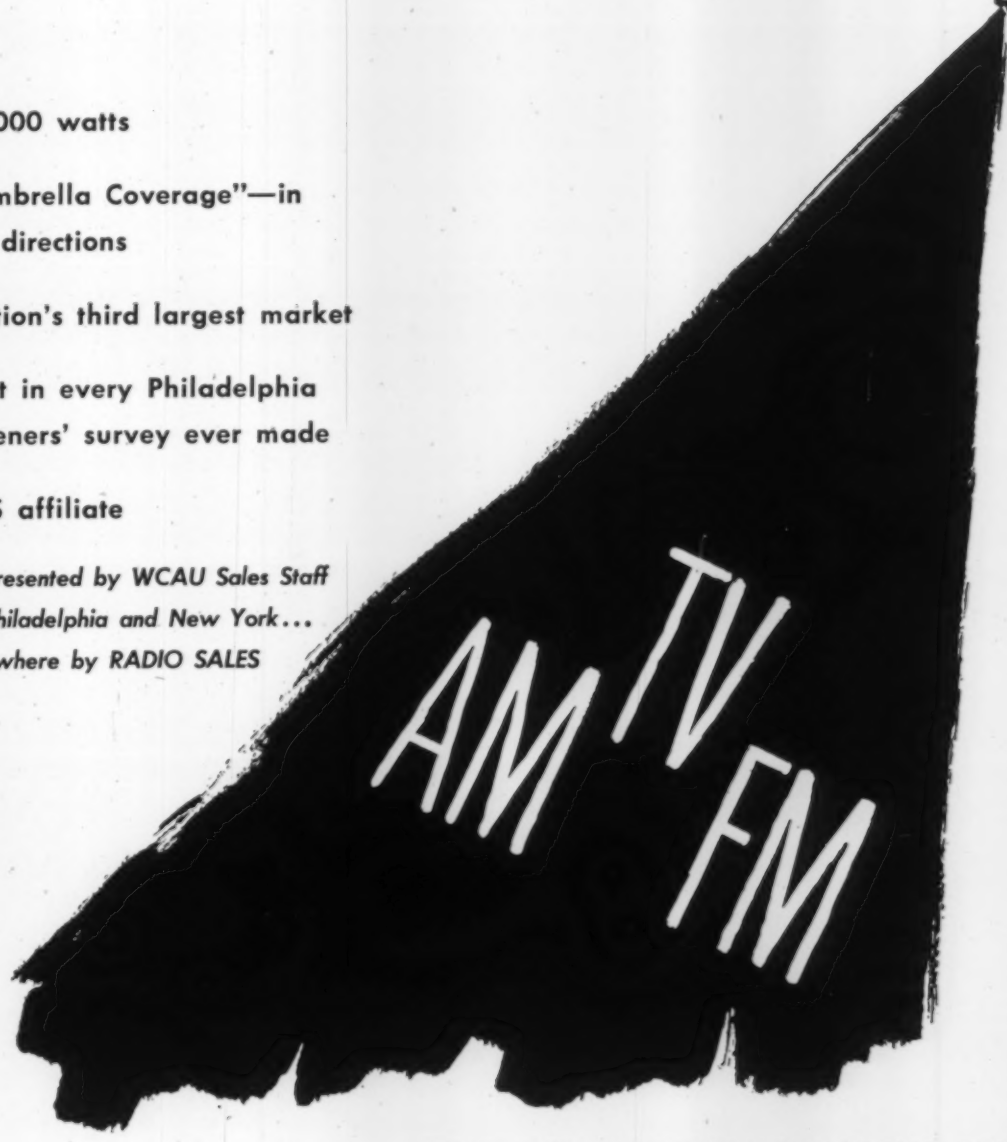
"Umbrella Coverage"—in all directions

Nation's third largest market

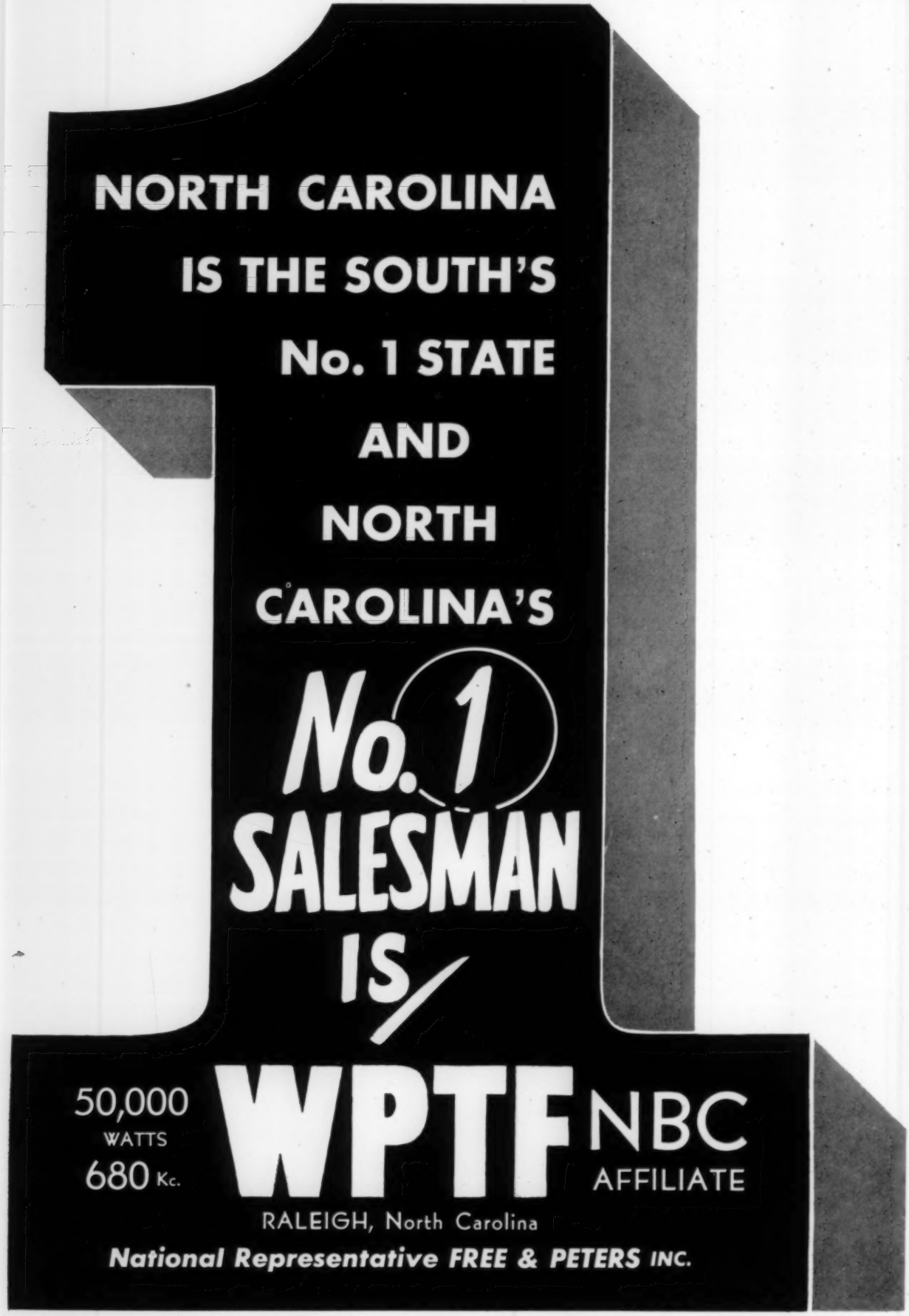
First in every Philadelphia listeners' survey ever made

CBS affiliate

Represented by WCAU Sales Staff in Philadelphia and New York... elsewhere by RADIO SALES



THE PHILADELPHIA BULLETIN STATIONS


NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S
No. 1
SALESMAN
IS
50,000
WATTS
680 Kc.
WPTF
NBC
AFFILIATE
RALEIGH, North Carolina
National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol 36, No. 8 WASHINGTON, D. C., FEBRUARY 21, 1949 $7.00 A YEAR—25c A COPY

SUPER RADIO SURVEY

NAB Board Studies BMB Successor

By J. FRANK BEATTY

BMB will die a quiet death when the second industry coverage study is completed this year but in its place may arise a separate broadcaster-operated all-inclusive audience measurement and coverage project.

This development topped a series of all-important steps taken by the NAB board of directors at its winter meeting, held last week at the Hotel Roosevelt, New Orleans. The board:

- Created separate corporation to handle All-Radio Presentation with permanent sales promotion project envisioned (see story this page).
- Aimed straight at heart of threatening world radio developments by setting up operating groups to protect U. S. broadcasting (See NARBA story, page 32).
- Ordered naming of governmental representative to represent industry before Congress.
- Extended President Miller's contract one year from Oct. 1, 1950.
- Deferred NAB reorganization plan, meantime ordering naming of TV expert and continued reorganzation study.
- Called for membership drive.
- Ordered Breen anti-code amendment sent to membership for vote.
- Voted against plan to prevent board members serving over two consecutive terms but ordered referendum vote.
- Set up women's activity as separate NAB department.
- Approved new member service to replace NAB reports.

Two topics dominated the Monday-Wednesday discussions, as well as advance committee meetings. They were BMB and international problems.

Feeling was general that something serious had to be done about BMB. The problem consumed almost half of the three-day session. What the board did, in effect, was protect the present investment of stations in the broadcaster-agency-advertiser coverage project which is now well under way and will be completed by autumn.

Useful Functions

The board apparently recognizes that BMB, from a long-range viewpoint, had served a useful function in meeting the desire of buyers of time for specific circulation data. But it has had enough of the present setup and this was made quite clear.

Since the board's action came on the eve of BMB's mailing of some 650,000 ballots to listeners, the board did not desire to peril the project. Instead of swinging the axe on all radio coverage and research efforts, the board took the view that perhaps the scattered projects now in operation can be wrapped up into a package that will meet the approval of advertisers and agencies. No action was announced by the board in relation to BMB personnel.

A careful study will be made of all types of research and coverage measurement with possibility that something definite will develop by convention time next April.

The management conference during convention week in Chicago will run 2½ days, starting Monday noon, April 11, and ending Wednesday noon. Chairman Wayne Coy of the FCC will open the convention Monday noon, with Judge Miller presiding. The annual report of the president will be printed this year.

The Monday afternoon agenda will be a dollar-mark session featuring sales and broadcast advertising problems and ways to increase station revenue in the face of stiffer competition and expansive promotion by other media. An FM session will be held Monday night.

Tuesday morning's discussion will be built around public relations on the management level. Legislation, labor, news and similar industry matters will be included. Tuesday afternoon's agenda will be built around BMB, BMI and international affairs. Final session will be held Wednesday

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INTERNATIONAL-MINDED GROUP went into allocation, governmental and treaty phases of broadcasting during NAB board meeting. L to r: Campbell Arnoux, WTAR Norfolk, District 4 director; Emilio Azcarraga, XEW-XEQ Mexico City, v.p. Inter-American Assn. of Broadcasters; NAB President Justin Miller; Goar Mestre, CMQ Havana, IAAB president; Gilmore N. Nunn, WLAP Lexington, Ky., IAAB delegate and District 7 director.

INDUSTRY PROMOTION

NAB Proposes Firm

INDUSTRY-OPERATED project to sell advertisers and agencies on the sales power of broadcasting, and then keep them sold, was set in motion last week at the NAB board meeting in New Orleans.

The board approved plans to form All-Radio Presentation Corp. as a separate corporation entirely outside NAB. This corporation will direct the All-Radio Presentation plan, now in the script-writing stage.

Out of the plan may develop the nucleus of a continuing sales promotion drive to divert new advertising dollars into the broadcast medium. Such a project would be a partial answer to the million-dollar Bureau of Advertising maintained by the American Newspaper Publishers Assn.

Backers of a permanent all-radio organization reminded the NAB board that the ANPA may double its promotion fund to $2 million with a heavy share of its activity aimed directly at broadcasting.

Recruiting Committee Planned

With pledges of funds to finance the current all-radio promotion film running ahead of expectations, the committee directing the project disclosed that a 39-man recruiting committee will soon be named to bring in more subscribers. Already over 400 stations are supporting the film.

The NAB board heard details of the promotion at its Tuesday morning meeting. Appearing on behalf of the project were Gordon Gray, WIP Philadelphia, chairman of the All-Radio Presentation Committee; Victor M. Ratner, CBS vice president in charge of advertising and promotion, and Lewis Avery, of Avery-Knodel. The committee has been operating as a semi-autonomous organization but will have complete autonomy as a result of board action approving its incorporation.

While the committee and the board have given thought to the idea of a permanent industry promotion, present attention is devoted exclusively to the current film production.

Mr. Gray told the board that trends toward increased station

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This Changing Radio World . . . . . AN EDITORIAL

THE NAB board of directors met in quarterly session last week at New Orleans. These two dozen men tackled an accumulation of matters that sorely needed decision—several of them fundamental.

Action was long overdue. The remarkable thing was that further procrastination was lacking. There was no effort to kiss off issues with flowery resolutions and catch phrases.

The board didn't dawdle with BMB. The March coverage survey was ratified—but as the last under present auspices. Simultaneously a committee goes to work on a plan for an all-inclusive, industry-owned audience measurement project which could invade the highly competitive and ofttimes confused field of program ratings. It would follow the Broadcast Music Inc. pattern which delivered radio from music chaos a decade ago. Thus, BMB can become the stepping stone to the kind of radio-owned "circulation" operation sought so long. The blueprint is there.

What could become a jet-propelled project to sell radio itself was lifted from dead center with the approval of the All-Radio Presentation under a corporate structure. This can evolve into a continuing campaign to promote radio at every level. With the Bureau of Advertising of the American Newspaper Publishers Assn. geared to double its million-dollar promotional budget, the NAB action is as timely as it is necessary.

President Miller emerges from the session with broader powers to meet conditions in this changing radio world. NAB, under the board's mandate, should become a more potent and vigorous advocate in the spheres of legislation and regulation. It should be a self-starter whenever any move is made that impinges ever so lightly upon radio's freedom. The headquarters staff, which gradually will be realigned, no longer will be circumscribed by the necessity of procuring the board's green light.

A legislative representative will be retained at the executive level. He will be available to Congress for background and information and guidance on all things radio. He will register under the Lobbying Act as the NAB's accredited legislative contact. Another action long overdue!

The whole broad field of broadcasters' relationship with government was approached dispassionately, looking toward better understanding and relations. The result was the adoption of a comprehensive plan dealing with both national and international allocations and regulatory matters. It was recognition of the existence of problems presented by NARBA, by UNESCO, by our State Dept., which heretofore have hardly been given lip service by NAB because of possible conflicts among segments of its membership. The approach now, however, is on the thesis of broad principle, rather than on adversary issues involving one group of broadcasters against others. And, at long last, it was recognition of the world-wide proselyting of the British to "nationalize" radio wherever its tentacles reached.

Repercussions from the board's actions may erupt with unshirted fury at the NAB convention next April. That's not unhealthy. The need for change was evident, lest free competitive enterprise in radio be compromised. The board acted resolutely. That's what the rank and file who elected them had the right to expect.

The past inertia, the shilly-shallying on lobbying, audience measurement, on radio promotion, and allocations, went over the levee at New Orleans last week.

Super Radio Survey

(Continued from page 25)

morning and it will be a television discussion which may last all day.

Originally the board's convention committee had thought of a Wednesday morning session on FM, but this idea had been temporarily replaced by a Monday morning FM meeting. Instead, Monday morning will be devoted to committee meetings.

Annual industry banquet will be held Tuesday evening.

The reorganization project, instigated at the November board meeting, provided mainly for appointment by the president of the government contact official and a television expert to meet immediate need for more television service by the association. The reorganization idea has not been discarded. On the contrary, the board felt an exhaustive study should be made of other trade associations and their operations before any major steps are taken.

Resolution proposing a legislative director and industry-owned survey bureau was introduced by Howard Lane, vice president of the Marshall Field station.

The Missing Spence

SNOW storms in North Dakota delayed Harry R. Spence, KXRO Aberdeen, Wash., en route to the NAB board meeting in New Orleans last week. Scheduled to arrive Saturday, Mr. Spence finally reached New Orleans Tuesday morning after being snowbound in a Dakota hamlet along the Milwaukee railroad. With him on the train were Mrs. Spence and Mrs. C. E. Arney Jr., wife of NAB Secretary-Treasurer Arney

Stark realism governed the board's action on international affairs, as it was made clear that U. S. broadcasting frequencies are seriously threatened by allocation, treaty and other world developments. Even the fate of privately operated broadcasting is involved as the spread of government-ownership philosophy hems in this country.

Leading up to the board's decisions was a series of resolutions adopted by a special board committee headed by Michael R. Hanna, WHCU Ithaca, N. Y. Other members were Clair R. McCollough, WGAL Lancaster, Pa.; Campbell Arnoux, WTAR Norfolk; Edward Breen, KVFD Fort Dodge, Iowa, and Gilmore N. Nunn, WLAP Lexington, Ky.

The committee recommended that the board declare its "positive continuing interest" in all international affairs. It urged that a delegation be sent to the next UNESCO meeting in Cleveland. Mr. Hanna had attended the November UNESCO meeting in Europe. The committee urged that free enterprise radio utilize international broadcasting frequencies. All these recommendations were adopted by the board.

Other steps included approval of a plan to write a primer for broadcasters on the effect of international radio on American broadcasting. Quarterly reports will be submitted to members by NAB, with department heads cooperating in its preparation.

Failure to act quickly on allocations can mean serious disruption of the whole American broadcast picture, the committee warned the board. NAB will approach the matter through government departments, legislative branches and finally the people themselves by means of a government-broadcaster council. The government was criticized for its failure to have a firm policy on world radio affairs, jeopardizing the American system.

Drawn for BROADCASTING by Sid Hix

"The ear muffs are free for passengers who don't like Transit FM!"

Miller to Meet Truman

President Justin Miller is to confer with President Truman, Congressional committee heads, FCC Chairman Wayne Coy and others in an effort to speed adoption of policies which will protect U. S. broadcasters.

But the key to the whole board action was decision to create an All-Radio Planning Council to insure continuing exchange of information between the government and broadcasters, and to improve relations between industry and Congress as well as other federal agencies. These conferences tie in to the work of two new board committees whose job is to go into NARBA and work of IAAB.

Actual work of developing the All-Radio Planning Council, whose aim is "to insure the continuing exchange of information between the government and broadcasters concerning these important problems," was placed in the hands of Mr. Hanna and Robert K. Richards, NAB director of public relations and publications.

Members of the council will include the NAB president, three industry representatives whom he will designate, the chairman of the FCC and three representatives of government.

Nearest approach to such an organization in the past has been the NAB-FCC liaison committee which has been less active in the past year than at the time of its

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P&G TOPS NETWORK USERS

PIB Lists Sterling Drug Next

NBC AGAIN led the networks in gross time sales with a total for 1948 of $69,697,590. CBS was its nearest competitor with time sales of $62,265,105. The figures were released to BROADCASTING by Publishers Information Bureau. ABC's gross was $44,304,245 and MBS $22,728,802.

NBC showed the greatest percentage increase—5.9% over 1947, and CBS gross increased 5.1% according to PIB figures. ABC's gross increased 1.7% and MBS about 1.6%. The total increase for all networks was 4.7% over the combined network total in 1947.

Estimates based on 10 month figurges appearing in the 1949 BROADCASTING YEARBOOK, were within 0.3% of those now released by PIB.

Only one advertiser, Procter & Gamble, spent over $10 million on the networks in 1948. Six advertisers fell in Class II, the five to ten million dollar class, and 29 advertisers spent between one and five million for network time.

There were a total of 246 advertisers on the combined networks, 83 of them accounts with less than $100,000 appropriations. Table I gives the number of accounts in each dollar class for all four networks.

Among the advertisers in the top seven (over $5 million appropriation) Gillette Safety Razor Co. increased its 1948 appropriation most. The account spent about $5 million more in 1948 than the previous year. Liggett & Myers increased its appropriation by $1,291,690.

P&G's total appropriation was $18,226,321. The 1948 total exceeded P&G's 1947 network time buying by $1,573,451. The figures are from Publisher's Information Bureau final report for 1948.

The six accounts in the five to ten million dollar class were: Campbell Soup Co., $5,819,758; General Foods Corp., $6,774,603; General Mills, $7,190,599; Gillette Safety Razor Co., $6,267,319; Liggett & Myers Tobacco Co., $5,043,752; and Sterling Drug Co., $9,063,366.

Tabulation of the $198,995,742 in gross time sales for 1948 by product group is shown in Table II.

Individual expenditures by advertisers are shown below. The first column shows the class in which the advertiser expenditure falls (see Table I). The second column shows the sponsor, and product advertised. The remaining columns show the total expenditures in 1948, 1947 and the dollar increase or decrease from 1947 to 1948. In light face type, expenditures by product are shown wherever such breakdowns are possible.

TABLE I
NUMBER OF NETWORK ADVERTISERS BY APPROPRIATIONS

I	Over $10,000,000	1
II	$5,000,000-10,000,000	6
III	$2,500,000-5,000,000	9
IV	$1,000,000-2,500,000	29
V	$500,000-1,000,000	47
VI	$250,000-500,000	37
VII	$100,000-250,000	34
VIII	Less than $100,000	83
Total		246

TABLE II
1948 NETWORK GROSS BY PRODUCT GROUP

Product Group	Jan-Dec Gross Value
1. Agriculture & farming	$1,531,531
2. Apparel, footwear & accessories	1,431,589
3. Automotive, automotive accessories & equipment	7,696,776
4. Aviation, aviation accessories & equipment	
5. Beer, wine & liquor	1,116,697
6. Building materials, equipment & fixtures	988,686
7. Confectionery & soft drinks	7,655,484
8. Consumer services	2,549,586
9. Drugs & remedies	22,566,488
10. Entertainment & amusements	5,215
11. Food & food products	47,208,282
12. Gasoline, lubricants & other fuels	5,969,057
13. Horticulture	98,946
14. Household equipment & supplies	8,628,906
15. Household furnishings	1,331,640
16. Industrial materials	1,747,826
17. Insurance	4,238,745
18. Jewelry, optical goods & cameras	1,201,942
19. Office equipment, stationery & writing supplies	2,317,072
20. Political	1,213,282
21. Publishing & media	1,450,097
22. Radios, phonographs, musical instruments & accessories	1,560,098
23. Retail stores & shops	
24. Smoking materials	20,323,300
25. Soaps, cleansers & polishers	20,767,870
26. Sporting goods and toys	81,469
27. Toiletries	32,145,225
28. Transportation, travel & resorts	333,616
29. Miscellaneous	2,836,308
TOTAL	$198,995,742

INDIVIDUAL EXPENDITURES BY NETWORK ADVERTISERS WITH PRODUCT DESCRIPTION

Class	Sponsor and Product	1948 Exp.	1947 Exp.	$ Increase or Decrease
VIII	ALLIED CHEMICAL & DYE CORP.	85,629		
	Swerl			
VI	ALLIS-CHALMERS MANUFACTURING CO.	421,280	424,557	—3,277
	Farm Equipment			
VIII	AMERICAN BIRD PRODUCTS INC.	24,043	26,929	—2,886
	Bird Food			
IV	AMERICAN CIGARETTE & CIGAR CO.	2,600,573	2,815,855	—215,282
	Pall Mall Cigarettes	820,830	867,162	
	Lucky Strike Cigarettes	1,779,743	1,948,693	
VI	AMERICAN EXPRESS CO.	287,154	197,802	+89,352
	Travelers Cheques, Etc.			
III	AMERICAN HOME PRODUCTS	4,592,772	5,313,089	—720,317
	Anacin	2,008,521	1,802,296	
	Drug Products	69,183		
	Kolynos, Anacin, Bisodol Mints & Other Products	1,809,906	2,870,022	
	Kolynos	132,435	640,771	
	Aero Wax, Kolynos, Wizard Glass Wax	572,727		
VIII	AMERICAN MEAT INSTITUTE	851,032	834,710	+16,322
	Meat & Allied Products			
VI	AMERICAN OIL CO.	305,462	340,281	—34,819
	Amoco Gas, Oil & Tires			
VI	AMERICA'S FUTURE INC.	294,913	184,419	+110,494
	Book			
VII	ANCHOR-HOCKING GLASS CORP.	206,367	809,853	—603,486
	Anchor-Hocking Glass & Fire King Oven Glass			
VIII	ANDERSON, E. O., & CO.	6,288		
	Shantex Conditioner & Shampoo			
VII	APPALACHIAN COALS INC.	203,349	21,091	+182,258
	Coal			
VII	ARABIAN-AMERICAN OIL CO.	133,242		
	Institutional			
IV	ARMOUR & CO.	1,916,323	1,040,104	+876,219
	Armour Star Shortening	1,179,890	451,561	
	Armour Meats			
	Chiffon Flakes	681,961	588,543	
	Armour Dash Dog Food	54,472		
VI	ARMSTRONG CORK CO.	429,779	418,056	+11,723
	All Products			
VI	ASSOCIATION OF AMERICAN RAILROADS	298,560		
	Institutional			
IV	BABBITT, B. T., INC.	2,032,183	2,010,192	+21,991
	Bab-O			
VIII	BALLANTINE, P., & SONS INC.	56,298		
	Beer & Ale			
VII	BALLARD & BALLARD CO.	168,342	105,019	+63,323
	Obelisk Flour			
VII	BARBASOL CO.	131,111		
	Barbasol			
IV	BAYUK CIGARS INC.	1,351,759	1,262,966	+88,793
	Phillies Cigars			
VII	BEAUTY FACTORS	7,248		
	Insta Curl			
VIII	BEICH, PAUL F., CO.	79,617		
	Candy Bars			
VIII	BEKINS VAN & STORAGE CO.	96,662	92,261	+4,401
	Moving & Storage Service			
V	BELL TELEPHONE SYSTEM	786,615	840,933	—54,318
	Institutional			
VIII	BENDIX HOME APPLIANCES INC.	14,257		
	Washing Machines			
IV	BORDEN CO.	1,216,508	1,261,351	—44,483
	Instant Coffee & All Products			
VIII	BOSCO CO.	94,851	41,826	+53,025
	Bosco Milk Amplifier			
VII	BOWEY'S INC.	155,024	211,952	—56,928
	Dari-Rich Products			
VII	BRACH, E. J., & SONS INC.	37,917		
	Brach Candy Products			
IV	BRISTOL-MYERS CO.	2,101,045	2,472,309	—371,264
	Ipana, Sal Hepatica, Trushay, Mum Vitalis & Other Products			
VII	BROTHERHOOD OF RAILROAD TRAINMEN	162,883	21,479	+141,404
	Institutional			
VI	BROWN SHOE CO.	425,204	422,868	+2,336
	Buster Brown Shoes			
IV	BROWN & WILLIAMSON TOBACCO CORP.	1,174,488	1,558,907	—384,419
	Kool Cigarettes	309,111		
	Raleigh Cigarettes	865,377	1,418,586	
	Wings Cigarettes		140,321	
VIII	BUNTE BROTHERS	50,211	117,219	—66,998
	Candy			
VIII	BUTLER PACKING CO.	19,616		
	Dennison's Foods			
VIII	CALIFORNIA MEDICAL ASSN.	32,688	13,728	+18,960
	Insurance-Hospitalization & Physicians' Service			
VIII	CALIFORNIA PRUNE & APRICOT GROWERS ASSN.	10,488	22,464	—11,976
	Sunsweet Tenderized Fruit			
VI	CAMPANA SALES CORP.	469,859	216,119	+253,740
	All Products	370,755	116,135	
	Solitair Makeup	99,104	99,984	
II	CAMPBELL SOUP CO.	5,819,758	5,081,294	+738,464
	Campbell's Pork & Beans, Soups, Franco-American Spaghetti & Beef Gravy			
VIII	CARDINET CANDY CO.	6,140	22,028	—15,888
	Candy Bars			
V	CARNATION CO.	973,785	1,550,625	—576,841
	Albers Quick Oats	27,945		
	Carnation Corn Flakes	13,041		
	Carnation Milk	831,288	1,152,116	
	Friskies Dog Food	101,511	398,510	
IV	CARTER PRODUCTS INC.	1,554,801	1,763,034	—208,233
	Carter's Little Liver Pills & Arrid			
VI	CHAMPION SPARK PLUG CO.	252,619	253,346	—727
	Spark Plugs			
VIII	CHEMICALS INC	21,172	21,278	—106
	Vano			
V	CHESEBROUGH MANUFACTURING CO.	754,924	705,760	+49,164
	Hair Tonic & Petroleum Jelly			

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ALBANY ROW

Tri-City Outlets Cancel Hooper

C. E. HOOPER Inc. received its second setback in as many weeks when, with one exception, its subscriber stations in the Albany-Troy-Schenectady area cancelled their contracts. The cancellations, effective Feb. 14, reportedly were brought about by disagreement over a $15,000 prize contest being conducted by WROW Albany.

Stations cancelling Hooper reports in the tri-city area are: WABY WGY WPTR WTRY WXKW WSNY. These stations will receive an interim Hooper report covering the December-Feb. 15 period.

A Hooper spokesman pointed out that the firm could not take action in this instance because the merchandise giveaway of WROW does not involve a telephone gimmick and hence will not distort Hooper figures. "Our function is to count listeners," he said. If WROW builds up its audience by use of the giveaway, it is Hooper's job to count the audience, he stated.

It is understood that WROW will carry the cost of the report through the present period—approximately eight weeks—but the fate of Hooper reports in the area after that are not certain. The nature of the report for the remainder of the period is also uncertain. It is not known whether all stations will be included, even though they have cancelled their subscriptions.

The contest, which is reported to be scheduled to run for the next eight weeks, is said by the other stations to require all day and all night listening to WROW. Basis of the competition is an essay contest. Participants select their three favorite WROW programs, day or night, and write their reasons for selecting these particular offerings.

Get Merchandise

Winners in the weekly contests reportedly receive merchandise awards. These winners are then eligible to compete for the grand prize of $15,000—which includes an automobile.

At the "protest meeting" last Tueday, station representatives from the area were said to have based their dissatisfaction on the feeling that such a contest, with its big awards, excludes them unnaturally from listener competition. Although several of the stations have giveaway programs, they pointed out that these are confined to specific listening periods and are on a regular sponsored basis.

In reply to a request by the station group that some notation of the contest be given on the report, Ward Dorrell, representing the Hooper organization at the "protest meeting," was reportedly very cold.

He is said to have pointed out that giveaway programs are not an exception these days and that the Hooper report would carry no mention of this local situation. This is one bone of contention as the station representatives felt the sampling firm should make some mention of any unusual local practices which might affect the Hooperating.

Although WROW is carrying the cost of the Hooper firm's service for the remainder of the current test period, the prospect for servicing the area in the future is not felt to be too bright. Stations are expected to move very cautiously in future contracts with Hooper and the feeling is that if they do sign, it will be on a provisional basis.

Three independent New York stations cancelled their Hooper subscriptions a fortnight ago [BROADCASTING, Feb. 14] after charging that the Hooper methods favored certain segments of the industry.

PRINCIPAL speaker at Advertising Assn. of the West mid-winter conference in Santa Barbara, Calif., Leo Burnett (r), converses with Gilbert L. Stanton, AAW president. Mr. Burnett is head of Leo Burnett Co., Chicago agency.

SHEPARD RESIGNS

Will Head Board of Stores

THE RESIGNATION of John Shepard III as chairman of the board of directors of the Yankee Network was accepted Feb. 14. A successor is expected to be named next week. Mr. Shepard becomes chairman of the board of the Shepard Stores, Providence, R. I., a post to which he was elected two weeks ago.

Mr. Shepard entered the radio field in 1922 when, on July 31, he inaugurated WNAC Boston as a public service adjunct of the local Shepard Store—one of a chain which had been founded by his grandfather in 1865. The second station originated by Mr. Shepard was WEAN Providence, connected with the Shepard Store there. From those two stations the network was built by him to its present status as the Mutual regional for New England.

Mr. Shepard also served on the Mutual board, a post which he resigned last year. No reason was given by the Yankee Network for his resignation as board chairman.

Mr. SHEPARD

'METHODS SOUND'

Hooper Refutes N. Y. Claims

THE ASSERTION of New York independent stations that comparison of Hooperatings in radio and television was inequitable owing to the higher incidence of telephones in television homes than in radio homes was sharply refuted last week by C. E. Hooper, president of the measurement firm.

The inclusion of television ratings in city Hooper reports of both radio and television listening was the basis for the cancellation of the Hooper service by three New York stations a fortnight ago [BROADCASTING, Feb. 14].

Major Argument

A major argument projected by the stations was that the Hooper coincidental survey technique made it impossible to compare television and radio figures. The independents said they believed almost all homes equipped with television were also equipped with radio whereas a large percentage of radio homes were without telephones.

Mr. Hooper last week told BROADCASTING that investigation of that subject showed that a sizeable percentage of television homes were either without telephones or had unlisted numbers and that there was little difference between the incidence of telephones in television and radio homes.

In an issue of his regular Hooperatings "Hi-Lights" distributed last week, Mr. Hooper said:

"Those New York independent stations were not prepared for television's impact. Their protest, 'revolt' and current cancellations are being explained by them to the press, and doubtless to the buyer, in terms of our faulty methods of accommodating television.

Methods Are 'Sound'

"We have refrained from saying so when interviewed by the press, but we believe it in order in Hi-Lights to point out that this attempt to discredit the reports may well be the only means of combating the dilemma created by the television audience situation which occurs to the cancelling stations at this time. The methods are sound, as we indicated in the only statement we have released on this subject."

Mr. Hooper last Wednesday addressed a luncheon meeting of the American Television Society in New York on television audience measurements.

SPOT SALES

Study by Headley Mailed

FIGURES showing that non-network owned radio stations derive more income from spot sales than from networks were distributed last week to members of the National Assn. of Radio Station representatives by Frank M. Headley, president of the national organization.

Mr. Headley, who is also president of Headley-Reed Co., reported that in 1947 station income from spot sales, after deduction for agency and station representative commissions, amounted to $60,039,366. In the same year the income from networks was $51,498,551.

Mr. Headley based his calculations on FCC figures [BROADCASTING YEARBOOK, 1948].

Sees Good Trend

Mr. Headley saw an increasingly favorable trend in spot broadcasting. He pointed out that the stations' net income from spot in 1946 was $54,499,401 and from networks, $52,796,821.

"The healthy state of national spot radio business, the success of the station representatives' promotion campaigns, the more powerful use of national spot time by large and small advertisers all indicate that the trend will continue when the FCC figures for 1948 are published," Mr. Headley said.

RATE STRUCTURE

To Be Studied By ANA's Radio-TV Committee

RADIO's rate structure will be the first and probably the most important responsibility of the radio and television committee of the Assn. of National Advertisers, according to William N. Connolly, advertising manager, S. C. Johnson & Sons, and chairman of the ANA board of directors.

The committee was authorized by the ANA board at its January meeting and approved as to organization and scope at the February meeting last Tuesday.

Commenting on the functions of the new committee, Mr. Connolly pointed out that "shifts in radio audiences caused by the growing stature of television and the increasing number of AM stations as well as other factors should play a decisive role in the setting of rates. It is our responsibility to make our views on this score known to broadcasters."

To Meet Needs

"Formation of this committee," Mr. Connolly stated, "will enable us to step up our activities in the radio and television fields sufficiently to make sure advertisers' needs are met."

Albert N. Halverstadt, manager of the radio and media department, Procter & Gamble Co., was appointed chairman of the radio and television committee, which is expected to schedule meetings with network and station top executives to discuss rates.

Mr. Halverstadt

In addition, the committee plans to make a study of radio rate trends since 1940, to help advertisers using radio to visualize not only how rate changes have occurred in the past but also what the changes have been in the sales return received for investments in radio time.

Another problem for the new committee will be to find out what measurements radio and TV advertisers need to guide their use of these broadcast media.

Described by Mr. Connolly as a task of "immediate and tremendous importance," this assignment involves not only consideration of the problems which have arisen together with the addition of television to earlier advertising media, but also an examination of all radio research requirements of advertisers during the foreseeable future.

The need for an immediate analysis of the research needs of radio advertisers stems from the request of BMB that its sponsoring organizations—ANA, AAAA and NAB—reexamine their individual needs to determine how best they can be met and which should be handled by a tripartite organization such as BMB [BROADCASTING, Jan. 17].

During the discussion of this topic by the ANA, Board Chairman Connolly pointed out that BMB's radio measurements leave many important questions unanswered. He stressed the supreme requirement of advertisers for uniform and valid information on radio audiences parallel to that supplied by the Audit Bureau of Circulation for newspapers and magazines.

Plans Discussed

Paul B. West, ANA president, told the board that plans for the organization of the radio and television committee had been fully discussed with many advertisers who are active in radio and television, including leaders in the Radio Council of National Advertisers.

Mr. West

The consensus of this group, he said, was that the new committee should represent not only all radio advertisers but also all ANA members who, while not users of radio, are seriously considering the use of television.

Many advertisers, particularly the major radio users, reported that their experience showed the areas of similarity between radio and other media, from the advertiser's point of interest, were far greater than the differences; therefore, they felt it essential to throw the full support of the ANA behind the needs of the radio and TV users rather than to isolate this activity as it had been under the independently incorporated Radio Council.

Following authorization of the formation of the new radio and television committee by the ANA board in January, Mr. West reported, the members of the Radio Council had decided that their interests could be best served by disbanding the council and reconstituting their activities directly inside the ANA framework.

Accordingly, they are discontinuing the limited council operation and putting their experience and judgment at the disposal of the radio and television committee.

During the board's discussion of the personnel requirements of this new committee to make it most effective, the importance of drawing on the full resources of the ANA membership and staff was continually emphasized. One suggestion was that one or more members of the ANA's very active films committee should take part in some of the discussions of the radio and television committee to give TV advertisers guidance in the us of motion pictures.

Another suggestion dealt with similar cooperation from the ANA research and public relations committee when the new group should require advice on problems in those specialized fields.

Mr. West said that these suggestions will be carried out both by close cooperation between ANA staff members responsible for these varied activities and by the participation of advertisers serving on one committee in the activities of the others.

Kurie Duties

On the staff level, he said, Jack Kurie, ANA vice president for media and research, will be responsible for the radio and television committee as well as for the advertising research committee. "This guarantees that overlapping or duplication of effort will be avoided and that each committee's activities will be channeled in the most productive direction," he said.

Mr. West added that Mr. Kurie will be assisted by Kirk Jewett, formerly of the media department of J. Walter Thompson Co., who has just joined the ANA staff to assist chiefly in radio matters.

1950 PLAN

Democrats to Triple Radio Use

DETERMINED to hold its political advantage in Congress, the Democratic party plans to spend three times as much for radio activity during preliminaries to the 1950 Congressional races as it did during the period preceding the Presidential campaign.

These plans were told to BROADCASTING Feb. 14 by Jack Redding, publicity director of the Democratic National Committee.

Mr. Redding indicated that the Democratic party was more than ever pinning its hopes on radio during the 1950 Congressional campaigns. "In the Presidential campaign," he explained, "we pitched primarily to radio because we found this was the fastest way of reaching the largest number of people."

Radio Is Best Means

Kenneth Fry, radio director of the Democratic National Committee, also felt that "the best way to get information across to the people is through radio."

The Democratic party is concentrating its attention on a three-point program for the utilization of radio and television in bringing messages to the voters.

Objectives of the party, as outlined by Mr. Redding, are (1) stimulation of activity in radio by Democratic Congressional leaders through closer working relationships between the committee, Democratic Senators, Congressmen and other high government officials, (2) establishment of closer liaison with radio and television networks, (3) inspiration, through publicity and party meetings on all levels, of larger audiences for broadcasts dealing with national issues.

In their early stages, Democratic plans call for utilization of mostly sustaining time with purchases increasing apace with the approach of the Congressional races.

As each administration plank is brought up in Congress, party leaders will seek air time to present their views to the public.

For a starter, while Congressional committees debated the proposed new labor legislation, the Democratic committee a fortnight ago secured time on all four major networks for the presentation of the administration's point of view.

Time to plead the Democratic case will be sought as such other major issues as housing, social security, national health insurance and taxes dominate the Congressional spotlight.

Mr. Redding indicated that the plans include vigorous efforts to encourage the use of local radio and Capitol Hill recording facilities by Congressional Democrats. National headquarters, he said, will assist Congressmen in the preparation of radio shows and scripts. Material on various issues will be made available for individual use of the legislators.

Broadcast material will also be made available to radio and television networks. Close cooperation with networks and Congress will be maintained to insure frequent appearances of Democratic spokesmen on public forums and other radio and television shows.

Conferences Being Held

A series of conferences is being held among leading Democrats to complete plans for the public relations campaign, Mr. Redding said.

Party gatherings and meetings will be encouraged at times that Democratic spokesmen are on the air and publicity will call attention to the programs as a means of increasing the listening audience, Mr. Redding said.

Vice President Alben W. Barkley will appear with President Truman

(Continued on page 82)

At WTOP Mr. Stanton and Mr. Graham complete transfer arrangements.

* * *

KQW, WTOP

Station Transfers Effected

FORMAL PAPERS were signed in New York and Washington last week effecting long-pending transfers of KQW San Francisco to full CBS control and WTOP Washington to WTOP Inc., owned 55% by the *Washing Post* and 45% by CBS [BROADCASTING, Feb. 14].

The moves were authorized by FCC a fortnight ago upon petition by the *Post* to assume active management of WTOP and by CBS to assume operation of KQW. Settlement of the deals has been awaiting disposition of WINX Washington by the *Post* under condition attached to the sales by the Commission. WINX has been sold for $130,000 to William A. Banks, owner of WHAT Philadelphia, while WINX-FM has been sold for $160,000 to WTOP Inc. [BROADCASTING, Jan. 24].

The KQW-AM-FM negotiations were consummated in New York on Wednesday. The WTOP sale was completed in Washington.

The network acquired 100% of the stock of Pacific Agricultural Foundation Ltd., the licensee of KQW-AM-FM, from Ralph R., Dorothy M. and Mott Q. Brunton, who owned 55% of the stock. CBS already held 45% of it. Consideration for the 55% interest was $425,000 plus certain adjustments [BROADCASTING, Oct. 25, 1948].

New Board Chairman

New board of directors of the company was elected following the transfer, with Frank Stanton, CBS president, as chairman. Members are Joseph H. Ream, CBS executive vice president; Adrian Murphy, CBS vice president and general executive; Howard S. Meighan, CBS vice president and general executive, and J. Kelly Smith, CBS vice president in charge of company-owned station administration.

Mr. Stanton also was elected president of KQW. Other officers are: vice presidents — Messrs. Meighan, Smith and Arthur Hull Hayes, now CBS vice president in charge of the San Francisco office; secretary, Julius F. Brauner, CBS secretary and general attorney; treasurer, S. R. Dean, CBS treasurer and comptroller; assistant secretary, Kenneth L. Yourd, CBS senior attorney; assistant treasurer, George B. Stadtmuller, member of CBS accounting department.

Philip Graham, president of the Washington Post Co., and Mr. Stanton signed the final papers in Washington for transfer of WTOP.

The *Post* paid $855,470 for its majority interest in WTOP. Eugene Meyer, board chairman of the *Post* and father-in-law of Mr. Graham, is chairman of the board of WTOP Inc. Mr. Graham is WTOP Inc. president and also is trustee of CBS' 45% interest.

Concurrently with the signing, John S. Hayes assumed his new duties as WTOP's general manager. He has been general manager of the *Post's* WINX-AM-FM Washington.

WTOP's History

WTOP remains an affiliate of CBS, which has been sole owner since 1932. Columbia will continue to maintain a separate Washington office in the Warner Bldg., staffed by network personnel. Earl H. Gammons is vice president in charge. Office will include CBS news and public affairs department under Theodore F. Koop, the legal department, and *Country Journal* headquarters.

Other than Mr. Hayes' appointment as general manager, no other staff changes at WTOP are contemplated for the present by CBS and the *Post*. In a statement Mr. Hayes said: "We plan . . . no major changes in policy, program or personnel. The station has risen to leadership through the teamwork of its present staff. All of our efforts will be directed toward maintaining and extending that leadership."

Mr. Hayes joined WTOP after 13 months as executive vice president of WINX WINX-FM.

CBS takes over full ownership of KQW and KQW-FM. Completing deal are Ralph R. Brunton (seated, l) and Mr. Ream (seated, r). Standing, l to r: Mr. Brauner, Henry Howard Jr., CBS legal staff, and Clair Stout, attorney for Foundation.

NORTON RESIGNS

State Dept. Changes Seen

A REALIGNMENT of State Dept.'s Telecommunications Division was indicated last week after Garrison Norton submitted his resignation as Assistant Secretary of State for telecommunications and transportation, effective last Tuesday. The vacancy will not be filled in the immediate future, it was understood.

Instead Telecommunications Division is expected henceforth to submit matters involving policy direct to James E. Webb, Undersecretary of State. The move was viewed by State Dept. observers as one which would bring the division within closer supervision of State Dept.'s higher echelons, in line with the importance of world telecommunications.

Mr. Norton was appointed to the post by President Truman two years ago.

Meanwhile, Gerald C. Gross, International Telecommunications Union, returned to Washington less than a fortnight ago to supervise preparatory arrangements for the fourth Inter-American Radio Conference, scheduled to begin in Washington April 1.

State Dept. also revealed that nine of 15 nations at the recent Loran Conference in Geneva voted continued use of the aids-to-navigation system in the North Atlantic. Heading the U. S. delegation were Capt. John Cross, USNR assistant chief of Telecommunications Division, and Capt. Donald McKay, Coast Guard communications chief.

Stanton Stands Pat

WITH a firm "no," CBS President Frank Stanton last week scotched published reports that he may resign to take a new job identified only as "non-radio." He said he "absolutely" has no plans to leave CBS. "I have no intention of resigning and I hope to be associated with CBS for a good long time to come," he declared [CLOSED CIRCUIT, Feb. 7].

RECRUITING ADS

Army and Air to Ask Bids

COMPETITIVE bids on about $3,000,000 in recruiting advertising for the year starting July 1 will soon be asked by the Army and Air Force, the secretaries of those services announced Feb. 17.

The advertising program is being slashed by more than $2,500,000 from the estimated $5,500,000 to $6,000,000 of the current fiscal year.

All national advertising agencies having an annual billing of $10,000,000 or more will be invited to compete. Gardner Advertising Co., St. Louis, now has the account.

LEE STATIONS

Ohrt Named to New Post

HERBERT R. OHRT has been named executive vice president of the Lee stations—KGLO (AM-FM) Mason City, Iowa, and WTAD (AM-FM) Quincy, Ill., Lee P. Loomis, president of Lee Radio Operations, announced last week. Mr. Ohrt has been manager of the Mason City stations.

Mr. Ohrt

H. B. Hook, public relations-promotion manager of the Lee outlets, will assume additional duties of managing KGLO. Walter J. Rothschild, national sales manager for the station, will also serve as manager of WTAD-AM and FM operations.

CBS LOAN

Prudential Transaction Explained

DETAILS of the 15-year $5 million loan borrowed by CBS from Prudential Insurance Co. of America became public property last week when the network reported the transaction to the Securities and Exchange Commission.

In the report CBS said the loan was its only outstanding indebtedness of the kind. In an exhibit made part of the report, however, CBS set forth a consolidated mortgage indebtedness of all its subsidiaries of $2,148,908.21.

The new loan, it became clear from the report, took the form of a promissory note dated Jan. 20, 1949, and maturing Jan. 15, 1964. Interest is payable semi-annually on Jan. 15 and July 15 of each year at 3½%. Reason given to SEC for the loan was:

"Net proceeds are to be used to maintain cash reserves in view of contemplated large expenditures in the development of registrant's television operations."

A loan agreement, in the form of a letter from CBS to the insurance company, set forth details.

Note for Investment

One important representation of the insurance company was that "it has acquired the note for the purpose of investment and not with a view to or for sale in connection with any distribution thereof."

Various methods of paying off the loan are set forth but the principal way contemplated seems to be by annual prepayments starting Jan. 15, 1957, of one-eighth the amount outstanding at that time.

The CBS consolidated mortgage schedule revealed that the network owes $435,000 on Amusement Enterprises Inc., the Jack Benny corporation which was part of the Benny acquisition. This debt becomes due Dec. 31, 1949. Becoming due the same month is a bond securing a mortgage on 47-51 E. 52nd St., New York, for $216,000.

Also payable this year, in September, is a $100,000 bond secured by a mortgage on 111-115 E. 58th St., New York. Thus the network must pay a total of $751,000 by the end of the year.

In 1950 several other CBS mortgages become due, totaling roughly $190,000. In 1952, however, it has $657,183 falling due, of which $503,708 is a first mortgage indebtedness on the Columbia Records Inc. building at 799 7th Ave., New York.

The rest of its mortgage indebtedness, including a few relatively small mortgages payable on demand, all fall due in the years up to and including 1957, so that, presuming all such debts were paid, not extended or renegotiated, the only large indebtedness outstanding after that time would be the amounts still to be paid on the Prudential note.

CBS's ACKERMAN

Named V.P., Program Head

HARRY S. ACKERMAN, CBS director of programs, Hollywood, last week was appointed a vice president and director of network programs, with Hollywood headquarters, CBS President Frank Stanton announced.

At the same time, Arthur Hull Hayes, general manager since 1940 of WCBS New York, left for the Golden Gate city to assume his new duties as CBS vice president in charge of network's San Francisco office. [See Hayes sketch, page 46.]

Mr. Ackerman will continue to head all CBS transcontinental programs of West Coast origination. He will continue supervision of production on such CBS package programs as *My Friend Irma*, *Our Miss Brooks*, *Life With Luigi* and *My Favorite Husband*.

Resigning as vice president in charge of radio program operations for Young & Rubicam, New York, Mr. Ackerman joined CBS Jan. 1, 1948, as executive producer in New York. Developing, during his first six months with CBS, such programs as *mr. ace and JANE*, *Cabin 13* and *Sing It Again*, he became CBS director of programs, Hollywood, on June 15, 1948.

Mr. ACKERMAN

READ TO WDSU

Leaves WABB for New Post

APPOINTMENT of A. Louis Read Jr., former sales manager of WWL New Orleans, as commercial manager of WDSU AM-TV-FM was announced Friday by Robert D. Swezey, vice president. The appointment is effective March 1.

Mr. Read succeeds Charles Price, who resigned to join KLMB Monroe, La., as chief aide to J. C. Liner, owner-manager. Mr. Read, who is 34, is a native of New Orleans.

Mr. Read

He is leaving WABB, the Mobile *Press-Register* station, to join WDSU. Prior to his WABB appointment he was advertising director of Wembley Tie Co. and taught advertising sales at Loyola U., New Orleans.

TWO GET AM's

Facility Grants to Three

NEW STANDARD stations were authorized by FCC last week for Princeton, Ky., and Laguna Beach, Calif., while WPAT Paterson, N. J., WFMD Frederick, Md., and WAMS Wilmington, Del., were granted improved facilities.

Leslie Goodaker, trading as The Princeton Broadcasting Co., received construction permit for 1580 kc, 250 w daytime only, at Princeton. Estimated cost is $7,998 exclusive of studio construction. Mr. Goodaker is engineer at WOMI Owensboro, Ky.

Thomas E. Danson, trading as Universal Radio Features Syndicate, received CP for 1 kw day, 250 w night on 1520 kc, directional, at Laguna Beach. Estimated cost is $32,553. Mr. Danson is editor and publisher of his own daily newspaper editorial and feature (radio) syndicate.

WPAT Grant

WPAT was granted power boost on 930 kc from 1 kw daytime to 5 kw fulltime while WFMD was granted boost on 930 kc fulltime from 500 w to 1 kw, directional night. Engineering conditions attend both grants. WPAT, an independent outlet, is licensed to North Jersey Broadcasting Co. WFMD, a CBS affiliate, is licensed to Monocacy Broadcasting Co.

WAMS, licensed to Wilmington Tri-State Broadcasting Co. Inc., was granted modification of license to permit operation unlimited time, except for those hours after local sunset at Wilmington during which WAWZ Zarepath, N. J., operates. WAMS is assigned 1 kw on 1380 kc. Comr. Robert F. Jones dissented on this grant.

KORN Sale Granted

CONSENT was granted by FCC last week to assignment of license of KORN Fremont, Neb., from Inland Broadcasting Co. to Walker Newspapers Inc. for $22,000. Inland, licensee of KBON Omaha and KOLN Lincoln, Neb., stated it found operation "economically impractical for absentee ownership." Walker Newspapers, chiefly owned by Lester A. and Maxine J. Walker, publishes daily *Guide* and *Tribune*. KORN is assigned 100 w on 1340 kc.

RICHARDS

Hearing Delayed 3 Weeks

STARTING DATE of FCC's hearing on the news policies of G. A. Richards, owner of KMPC Los Angeles, WGAR Cleveland and WJR Detroit, was postponed last week to March 16. It had been scheduled to start today (Feb. 21).

The action was taken by the Commission on its own motion "because of urgent commitments" of Comr. E. M. Webster, who is to conduct the hearing. Comr. Webster has been in Europe since Jan. 26 as chairman of the U. S. delegation to a meeting of the International Telegraph Regulations Revisions Committee at Geneva. He returned last Monday.

The hearing, to investigate charges that Mr. Richards ordered KMPC staff members to slant news against members of the family of the late President Roosevelt and against certain minority groups [BROADCASTING, Nov. 15, 1948], is now slated to open at 10 a.m. March 16 in the U. S. Court of Appeals in Los Angeles.

The session is expected to take one to two weeks and may then be recessed for resumption later at Detroit and Cleveland.

The hearing, an investigatory proceeding, is actually a hearing to determine whether a hearing should be held. It was called by the Commission after a staff probe inspired by charges filed by the Radio News Club of Hollywood. If the charges are proven unfounded, the matter will be dropped. If not, there will be another hearing, either via revocation proceedings or action on renewal applications.

Frank E. Mullen, president of the three stations, asserts the charges "will be shown to be without foundation."

WINN REQUEST

In WKLO Case Is Refused

FCC last week refused WINN Louisville's request that Mid-America Broadcasting Corp.'s application for license for its WKLO Louisville either be held pending until current litigation is completed, or be designated for hearing.

"Any license which may be granted," the Commission said in a letter, "would in any event be subject to the action taken by the Court on the appeal and could be set aside if the Court make a determination adverse to Mid-America Broadcasting Corp., or any other determination requiring further proceedings."

The case involves FCC's grant to Mid-America for 1080 kc with 5 kw day and 1 kw night. WINN was seeking the same assignment in lieu of its present 250 w on 1240 kc, and has appealed to the U. S. Court of Appeals for the District of Columbia for reversal of the Commission's grant.

AD HORIZONS

Weiss Addresses West Coast Clubs

LEWIS ALLEN WEISS, president of Don Lee Broadcasting System and chairman of the board of MBS, explored the "Horizons of Television" last week in San Francisco at the annual joint meeting of the San Francisco and Los Angeles advertising clubs.

In the course of his talk Mr. Weiss made the following announcements and predictions:

- Color will come to television within three to five years.
- Latest estimates show that operating television stations in the United States today are losing an average of $1,000 daily.
- The coaxial cable between Los Angeles and San Francisco should be operating for television within a year.
- One of the top television problems of the day is the "vacuum" of program material.
- Television on the West Coast is far behind television in New York.
- KFRC, the network's San Francisco outlet, will start construction of its television station within 30 to 60 days.

Mr. Weiss said he got into television long before it could stand on its own legs and that he, as a pioneer in the field, was very surprised by the rapid development of the media. (KTLS, the Don Lee television station in Los Angeles, has been on the air since 1931.)

Horizons Unlimited

He said the horizons of television were limited only by the ingenuity of man's brain, the things which will be foreseen by future generations in this field being beyond our present day concept.

In his prediction of the nearness of color TV, Mr. Weiss said color was a necessary "dimension" that would be "a tremendous stride" toward the completion of TV as an effective media.

He said there is a vast difference between the way radio developed and TV development. In radio, he said, a man with a few dollars could get a license and go on the air with everyone wanting to sing or act on the radio with or without payments. But television, he said, is more costly.

"In addition to involving a tremendous initial outlay, latest estimates show an average $1,000 a day loss per station for operating stations in the United States at present," he said.

"Those expenses just will not wait until enough receivers are sold to make the sale of time profitable. But as there are more and more receivers and the programming becomes better and better, television is bound to become the most effective of all advertising mediums, as well as the most interesting for advertisers."

Mr. Weiss stated he had once believed TV was a luxury medium, but his recent observations in Washington and Maryland, "where over the roofs of modest homes the television antennae resembled a forest" made him realize that TV will be as much a part of every man's life as radio.

Speaking on the "vacuum of program material" of TV at present, Mr. Weiss said that all the films produced by Hollywood in a year wouldn't fill TV's needs for 30 days. Also, he said, present Hollywood techniques are not satisfactory for TV.

He pointed out that even such a producer as Hal Roach has been unable to turn out satisfactory TV shorts and only after becoming familiar with specific TV demands has he began to turn out "splendid productions."

MAIL ORDER

Closes Radio Department

MONTGOMERY WARD & Co., Chicago retail and mail order firm, has closed its radio department and cancelled all of its radio advertising for the remainder of the year, J. A. Martin, assistant retail sales manager and director of press relations, said in Chicago Wednesday.

The radio department was eliminated Feb. 1 "because the small volume of radio business did not warrant its maintenance," he explained. Of the 626 Ward stores, only 40 sought and made use of services offered by the radio division.

"Only a very small percentage of our advertising budget is for radio," Mr. Martin added. Last year, when Ward's allocated more than $10 million for newspaper advertising, the radio budget was less than $100,000. This year it was lowered to between $50,000 and $60,000 because of fewer stores using the medium, he added. The broadcasting budget is not expected to be reinstated for television inasmuch as most of the firm's stores are outside TV market areas, Mr. Martin said.

MESTRE SUIT

Charges Two at Rival Network

GOAR MESTRE, director general of the CMQ Network in Cuba and president of the Inter-American Assn. of Broadcasters, was reported last week to have filed criminal suit against two representatives of the rival RHC Cadena Azul network, charging them with broadcasting statements injurious to him.

The suit is against Amado Trinidad Velasco and Casto Mier Zurbano, respectively director and editor of an RHC network newscast. It apparently stems from a battle of the microphones which started last fall and included charges by a former Senator that RHC President Trinidad had agreed to conduct a campaign in Cuba in behalf of Argentine President Juan Peron [BROADCASTING, Nov. 15, 1948, Feb. 14].

Mr. Mestre claimed that the former Senator, Eduardo R. Chibas, presented documented proof in a broadcast on CMQ on Jan. 16, and that Mr. Trinidad in reply began to broadcast a series of editorials accusing Mr. Chibas of being in the service of Mr. Mestre and Mr. Mestre of being a lackey of Yankee imperialism.

Mr. Trinidad allegedly accused the CMQ head of illegally forcing the late Miguel Gabriel to sell his interest in CMQ, and charged that the station actually belongs to RCA Victor Radio Corp.

The broadcasts on which Mr. Mestre's suit is based were made Jan. 18-21, according to the complaint.

HOPE WITHDRAWS

WHAS Application

BOB HOPE withdrew his competing bid for acquisition of the WHAS Louisville properties last week, leaving Fort Industry Co. to battle it out with Crosley Broadcasting Co. for the $1,925,000 purchase.

The radio and film comedian gave no reason for his move, but his counsel had told FCC earlier that he would have to withdraw unless the hearing on the three rival applications, set for Feb. 28, could be delayed [BROADCASTING, Feb. 7]. FCC Comr. Rosel H. Hyde at that time denied the Hope request for a 60-day postponement.

Leonard H. Marks, attorney for Mr. Hope, advised Commission authorities of his client's decision Thursday. A formal petition to dismiss the application was to follow.

Mr. Hope had filed in the name of Hope Productions and planned to provide for the sale of stock to Louisville interests.

Need for delay in the hearing was occasioned by motion picture and other commitments which made it impossible for Mr. Hope to prepare adequately for the session by Feb. 28, his attorney said.

The contract for sale of the *Louisville Courier Journal & Times'* radio interests—the clear-channel WHAS (840 kc, 50 kw, CBS affiliation) and associated FM and TV properties—is with Crosley, subsidiary of Avco Mfg. Corp. and owner of WLW, WLWT (TV) and WLWA (FM) Cincinnati and WNEW New York. Crosley also has television grants for Columbus and Dayton. Under the FCC's Avco advertising rule, offers to match the Crosley bid were filed by Fort Industry first and Mr. Hope later.

WHAS and Crosley have petitioner FCC to repeal its Avco rule and eliminate the rival bidders from the competition.

Fort Industry owns seven AM stations, the maximum permitted by FCC policy, but told the Commission it would sell one if necessary for acquisition of WHAS. Six of the seven (all but WMMN Fairmont, W. Va.) have FM affiliates. The company also operates WJBK-TV Detroit and WSPD-TV Toledo and plans to have WAGA-TV on the air shortly. Fort Industry AM stations, in addition to those with TV affiliates, are WGBS Miami, WWVA Wheeling, WLOK Lima, Ohio, and WMMN.

NARBA RESCUE

Is Goal of NAB Project

AN IMMEDIATE conference with FCC and congressional committee chairmen to avert collapse of NARBA will be held by NAB officials. The action will be taken under mandate of the NAB board as a result of "unsettled conditions" cause by failure of FCC to solve the clear-channel problem.

Delay in resolving the clear-channel issue prevents the State Dept. from forming its policy in preparation for the NARBA meeting in Canada next September, it was felt by the board.

Collapse of NARBA would mean unrestricted pirating of domestic channels by other nations, the board was informed at its New Orleans meeting (see separate story page 25). These channels would include local, regional and clear facilities. The result would be degradation of service to the American listener and perhaps "chaos" in the industry, the worst in a decade-and-a-half. Other nations would pounce on U. S. frequencies at will and create intolerable interference, the board was told.

The board directed that its NARBA committee, with several engineering members, confer at once with Sen. Edwin C. Johnson (D-Colo.) and Rep. Robert Crosser (D-Ohio), chairmen, respectively, of the Senate and House Interstate Commerce Committees, as well as FCC Chairman Wayne Coy in an effort to resolve the clear-channel matter. President Justin Miller is to sit with the committee.

45 R.P.M. DISCS

Capitol Will Add New Line

STARTING in April Capitol Records Inc. will supplement its regular 78 r.p.m. releases with 45 r.p.m. seven inch records according to Glenn E. Wallichs, president.

These records will be identical to those recently announced by RCA and will employ the same changer-player recently announced by RCA-Victor.

Mr. Wallichs said, "We shall also continue to produce our present conventional 78 r.p.m. records and will promote them even more enthusiastically than in the past. We believe that there will be great public demand for these for a long time to come."

Pampered Persian

You're looking at a portrait of one of the most precious cats in the world—a pampered Persian—highly treasured by its owners. They wouldn't part with it for love or money.

Lots of radio advertisers feel just that way about W-I-T-H in Baltimore. Once they've discovered how this BIG independent produces such low-cost sales, they stick to W-I-T-H year in, year out. They won't part with W-I-T-H for love or money. W-I-T-H provides its BIG audience at amazing low cost. It delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. And it does all this at real bargain rates!

So if you're not already using W-I-T-H in Baltimore, call in your Headley-Reed man and get the full story today!

W-I-T-H
AM Baltimore Maryland **FM**
Tom Tinsley, *President* • *Represented by* Headley-Reed

A Service of Broadcasting Newsweekly

TELECASTING

FEBRUARY 21, 1949

DOCUMENTARIES

20th Century-Fox Plans Film Series

TWENTIETH Century-Fox Film Corp. is ready to make more documentaries for television like the $500,000 filmization of Gen. Dwight D. Eisenhower's book if ABC can find sponsors for such telecasts.

This was revealed by Spyros P. Skouras, president of the film company, Monday (Feb. 14) at the news preview in New York of the first two 20-minute episodes of the 26-week series based on *Crusade in Europe*, the Eisenhower best seller.

Less ambitious documentaries already are in the plans at Twentieth Century, it is understood. Its television staff, however, is currently tied up with finishing *Crusade*, only nine of whose episodes have been completed.

Relations Cordial

In a question-and-answer period held after the preview, there was little doubt about the cordiality of relations between the film company and ABC. Mr. Skouras, Edward J. Noble, chairman of the board of ABC and Mark Woods, president of ABC, exchanged compliments on their contributions to a "television first" which they agreed in the words of Mr. Noble "may be television's biggest and proudest thing."

This cordiality was shown despite the fact negotiatoins have been going on between Twentieth Century and ABC for the acquisition of the network by the film company.

These negotiations no longer are in progress, Mr. Skouras said at his own news conference preceding the preview. He added, however, that his company still is interested in ABC "if the price is right." What price was asked by ABC in the negotiations of several weeks ago is "a state secret," he said.

He further divulged that he has approached no other networks or stations for purchase but that other stations have approached him. He refused to name the stations or their locales.

Mr. Woods, discussing the financial arrangements of *Crusade*, said each episode would cost a sponsor $15,000, with time and line charges being extra [BROADCASTING, Jan. 31]. He added that the films also will be offered to independent television stations and to stations of other networks. A suggestion from a newspaperman present at the preview that BBC might be interested in the series resulted in a decision to approach the British network.

* * *

Quintet includes (l to r) Messrs. Skouras, de Rochemont, Noble, Black and Woods.

Also asked at the conference was what would prevent moving picture theatres from picking up the telecasts and showing them on their own screens. Mr. Skouras answered that ABC demanded exclusive rights for 21 months and got them.

No Movie Showing

Donald M. Black, president of Doubleday and Co., publisher of *Crusade*, said that one of the basic terms in the telefilm agreement was that it will not be shown in motion picture theatres. Mr. Woods answered simply that any threatre picking up the telecasts would be sued by ABC.

Production credits of the film read in part: "American Broadcasting Company and Twentieth Century-Fox Film Corp. present 'Crusade in Europe' by Dwight D. Eisenhower, a 'March of Time' Production, produced by Richard de Rochemont." It was said that 160 million feet of official films were available to editors seeking to digest action of the book.

STRATOVISION

Tests Have 'Bad Day'

THE WEATHER was fine but Stratovision had its troubles nonetheless in flight tests held last Thursday by Westinghouse Electric Corp. The mishaps which plagued various equipment pieces manifested themselves in one form or other until finally, in late afternoon, the B-29 went "off the air" and nosed its way back to the Baltimore home base.

In the words of Charles E. Nobles, inventor of the system, "it was just a bad day . . . we had all kinds of trouble."

Transmission 'Fair'

Actually the transmission was reported by FCC observers as "pretty fair" and even "remarkably good" during the morning phase of the run. Then things began to happen—to camera control, generator and picture transmitter. Other reactions to the test were unavailable late Thursday afternoon but would be forthcoming this week, Westinghouse indicated.

The converted B-29 started out from Baltimore's Glenn Martin Airport about 10 a.m., flew north into Pennsylvania, covering Hanover, Gettysburg, York and Harrisburg. After circling the Susquehanna River and rural parts of the state, the plane headed down the river into the Chesapeake Bay region, cutting across to Atlantic City.

It was during the flight between the latter area, and Norfolk down the coast about 4:30 p.m. that the demonstration went off the air, rather than conflict with WTVR Richmond's TV signal inland. The three hour seige of trouble resulted primarily from a faulty generator which developed an oil leak, according to Mr. Nobles. Transmitter trouble plagued the pictures shortly after 1 p.m. and equipment had to be fixed along the way. The oil, flooding vital equipment parts, wrecked the most telling damage however. Even the camera control developed quirks during the afternoon.

FCC's monitoring station at Laurel, Md., reported the picture as pretty fair until the transmitter went off the beam. In some instances it was remarkably good, personnel said, as when the plane was circling York, Pa., at 12:11 p.m. Pictures of rivers, bridges, racetracks, beaches and airports were picked up effectively, it was reported. Films were also taken of much of the ground panorama.

Test on Channel 6

The Stratovision plane telecast on Channel 6 as usual. The test had been postponed several times during the past eight weeks, Mr. Nobles said, as Westinghouse engineers awaited favorable weather conditions. Snow, prevalent during that period, does not lend itself to adequate transmission, he pointed out. The atmosphere Thursday was described as hazy during the morning hours.

Westinghouse's receiver at Baltimore had its own troubles too. Personnel reported that local interference from an X-Ray machine blurred reception for a spell.

COMR. CHANDLER

'Wait and See' TV Effect

BASEBALL Comr. A. B. (Happy) Chandler told members of the Merion (Pa.) Post of the American Legion, Feb. 14, that he is pursuing a "wait and see" policy on the effect of television on baseball attendance. Mr. Chandler said, "I don't think we'll ever see the day when an honest-to-goodness baseball fan will stay away from the parks and watch the games on television."

YOU MIGHT BAG A SIX-FOOT MOUNTAIN LION*—

BUT . . .

YOU NEED WKZO-WJEF TO CAPTURE WESTERN MICHIGAN!

Western Michigan, embracing both Grand Rapids and Kalamazoo, is a wonderful market. But like any other, it's got to be *reached* to be *sold*. And because of a freakish condition of "fading" in this area, *outside stations simply don't get through consistently into Western Michigan!*

WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's topflight leaders, combining *excellent coverage with low rates*. Our Hoopers prove real audience preference in our two big cities. By projection, you can figure that this preference boils down to about 23% more city listeners alone—and our BMB figures show even higher audience-differentials in the surrounding territory. Best of all, the combination of WKZO-WJEF costs *30% less* than the next-best two-station combination in Kalamazoo and Grand Rapids!

Write to us or to Avery-Knodel, Inc. for all the facts!

** J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March, 1917.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

L. A. SURVEYS

TV Sets Up 148% Since Oct.

LOS ANGELES area now has 89,337 television sets—an increase of 148% in three months—according to a survey by the Southern California Radio & Electrical Appliance Assn. Set ownership in the area last October was 36,000.

Approximately 91% of the receivers are located within Los Angeles County, which has a population of 3,881,323. The survey indicates there is now one television set to each 15 families in the county.

The average video audience for the area is reported as 312,680 viewers, figured on an average of 3.5 viewers per set. About 25% of the sets are in the homes of families in the upper income brackets, the survey states; 65% in middle class families and 10% in the low income group.

Results of another survey in Los Angeles—on the effects of television on set owners—was announced last week by James Nicholson, theatre owner and chairman of the television committee of the Southern California Theatre Owners Assn.

Among the findings:

The average set owner has had his receiver approximately 4.5 months; stay-at-home nights have been increased by 68%; 44% of those interviewed said it decreased their movie going while 58% felt that television had not altered their movie-going habits; over-all decrease in movie-going represented a little over 25%; average guest viewers per night, 1.5 persons.

10,745 TV HOMES

In Middlesex County, N. J.

MIDDLESEX COUNTY, New Jersey, has 10,745 homes equipped with television receivers, and the county's second largest city, New Brunswick (pop. 33,180), has 1,264 TV homes. These figures have been released by Advertest Research, New Brunswick. They are taken from firm's TV data chart, corrected as of Jan. 10, Advertest said.

Highland Park (pop. 9,002), across the Raritan River from New Brunswick, has 446 TV homes, the latest Advertest study showed. The firm announced its plans to release TV set figures for other New Jersey locations soon.

WAVE-TV Report

WAVE-TV Louisville has issued a four-page "Report on Television in Louisville," covering the station's activities during the first ten weeks of operations. Material includes facts on: Number of television set owners; total time on the air; public reaction; network programs now on WAVE-TV; outstanding local productions, and list of television sponsors, national and local.

AID TO MOVIES

Giannini Says TV May Be a Boon

TV will promote the movie industry in particular and the entertainment industries in general. That was the opinion of Bernard Giannini, vice president of the Bank of America, speaking before the Academy of Television Arts & Sciences in Hollywood last Tuesday evening.

As for financing television films, he said that the criteria of the movie financing—"character, capacity and collateral"—would likewise apply in the new medium.

In examining the effect of television upon other media, he said that people won't sit at home for television any more than they would for radio. And he felt that television might in the future also represent an avenue of getting back money on movies which fail in the theatres.

Other participants in the ATAS meeting were Robert Brown, program director of KNBH (TV) Hollywood; Richard Goggin, ABC western television program manager; Arnold Maguire, Foote, Cone & Belding, Hollywood television director; Bernard Carr, president of Cascade Films; Frank Cristal, live TV packager.

Charles Brown, general manager of Video Broadcasting Co., moderated the panel which answered questions, and Harry Lubcke, Don Lee television director and ATAS president, presided over meeting.

Mr. McGuire pointed out that in television there was considerably greater distinction between producer and director than has ever existed in radio. In fact, he pointed out that in radio the two are synonymous. On the other hand, in television, he said, the director is the station or network employe who worked several shows, whereas the producer was the agency's representative and worked on the program full-time with no other distractions.

Mr. Brown said that NBC aimed to control the program on its air and while it would do business with outside packagers, it would certainly assign its own directors to production of such programs. He also advised his listeners that most departments of television today are only one-man deep and opportunities consequently had to go to the most experienced personnel available.

When Mr. Goggin was asked what hope there would be for "an eager beaver" in the present owing to the limited opportunities, he replied "eager beavers have their own procedures." Seriously, he stated that inexperienced talent must find its opening in smaller areas of television since the most competitive situations existed in the centers of New York, Chicago and Hollywood.

TV WRITERS

Organize Guild in New York

TELEVISION Writers Guild became an actuality Monday evening at an organizing meeting in New York.

It is expected that the TWG will become a member of the Authors League some time in March and will exist side by side with the Radio Writers Guild.

About 80 television writers attended the first meeting, which did two things: Set up machinery to make the new guild a going organization and began discussion of such matters as fees and rights which will become contract demands.

An executive committee was chosen, consisting of: Chairman Lee Berg, Mrs. Ruth K. Friedlich, Oliver Nicoll, Max Wilk, Max Ehrlich, George Leffertz and Larry Markes. The group also passed a resolution asking the Authors League council to permit the first four on the committee to act as representatives on the council.

The executive committee was empowered to appoint a membership committee and a craft committee, the latter to discuss television writing. It will consider the drafting of a constitution and will rule until the TWG is admitted to membership in the Authors League and elections are held.

It was said that almost everyone attending the first meeting joined. A $10 admission fee was charged for membership and this will be credited to dues when a dues structure finally is set up. Writers who work in both radio and television will have to pay dues to both RWG and TWG on a basis which also has yet to be decided. It is understood, however, that dual dues will total more than the dues to just one of the organizations but considerably less than the sum of the dues of both organizations.

POLLAK, RODNER

Get Promotions at WPIX(TV)

JAMES S. POLLAK, film manager of WPIX New York, and Ardien B. Rodner, former president and executive producer of Television Advertising Productions Inc., New York, have been named program manager and program coordinator, respectively, of WPIX.

Mr. Pollak

The film department has been made a part of the program department with Mr. Pollak exercising general supervision over all programming activities, according to the announcement by Robert L. Coe, station manager.

Mr. Rodner will act as liaison between the sales and the program departments.

Mr. Pollak, who has been in charge of films since joining the *New York News* television station, created the *Telepix Newsreel* and was responsible for obtaining exclusive video rights for the Korda film series.

PARAMOUNT

DuMont to File Exceptions

PARAMOUNT PICTURES has only a "financial" interest in Allen B. DuMont Labs, has never exercised control, and has had trouble in trying to sell its interest because would-be buyers regard it as an "investment interest only," Paramount told FCC last week.

The film company, filing through subsidiaries, reiterated its position in exceptions to FCC's proposed finding that Paramount's 29% interest in DuMont amounts to control [BROADCASTING, Dec. 20, 1948]. The Commission was asked to hear oral argument on the subject. DuMont's exceptions are to be filed today (Monday).

If the proposed decision is made final, Paramount would be unable to acquire additional television stations without disposing of a like number, in view of the five-station limit imposed by FCC rules. Paramount owns two and DuMont three. A division of the Paramount television interests appears imminent, however, in view of reports that the company soon will sign a consent decree dividing itself into two separately owned firms [BROADCASTING, Feb. 14].

Exceptions to FCC's proposed findings were filed by Duke M. Patrick, Washington attorney, for Paramount Television Productions, which operates KTLA Los Angeles and is applying for San Francisco; United Detroit Theatres, an applicant for Detroit; and New England Theatres, a Boston applicant. FCC proposed to dismiss these applications as well as DuMont's for Cleveland and Cincinnati.

The exceptions said Paramount thinks it should get $20 to $30 a share for its stock, which would mean $12 to $18 million. The company owns all of the 560,000 shares of Class B stock and 43,200 (2.9%) of the Class A.

Apart from the conclusion that Paramount controls DuMont—which was attacked as unwarranted by the record and the facts—the film company's exceptions attacked the proposal to deny Paramount's and DuMont's pending applications. If Paramount controlled DuMont, the company said, the proper disposition would be to consider them along with competing applications and grant them subject to "such corporate readjustments" as FCC might require for compliance with its multiple-ownership rule.

In addition to KTLA, Paramount owns WBKB (TV) Chicago, while DuMont owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh.

NORTHEAST IOWA'S MOST LISTENED-TO RADIO STATION

Distribution Of Listening Homes In Chickasaw County, Iowa

	7:00 - 8:00 A. M.	8:00 - 10:00 A. M.	10:00 - 12 Noon	Total Morning
KXEL	40.0%	56.8%	48.8%	50.5%
WHO	20.0%	8.1%	9.3%	10.5%
WMT	0.0%	5.4%	7.0%	5.3%

Listed above is the distribution of listening homes among stations in Chickasaw County, Iowa from 7:00 A.M to 12 Noon. During this hour-to-hour check, KXEL showed as much as *7 times as many listeners as any other station.*

KXEL

THE STATION THAT'S CHANGED LISTENING HABITS *in* IOWA

This is the *unvarnished truth which proves Chickasaw County has gone KXEL—in a big way.* This is true listener preference. It proves KXEL an amazing *4 to 1 favorite* during these morning hours in rich Chickasaw County, *whose borders are more than 75 miles from KXEL's transmitter.*

Time buyers—You cannot afford to overlook this amazing *listener preference that KXEL* holds in rich Northeast Iowa.

If you want to sell Northeast Iowa and sell it completely —AT LESS COST PER LISTENER—there is only one answer—KXEL.

See your Avery-Knodel man today or write KXEL for your copy of Conlan's Newest Comprehensive Study of Listening Habits.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA

TV FAVORITES

Berle Leads in ARI Poll

MILTON BERLE, Arthur Godfrey and Ed Sullivan are the best-liked video personalities, according to a popularity poll conducted by Audience Research Inc.

Survey, part of ARI's continuing audit of radio personalities, included interviews with viewers in areas of TV service across the nation, where half of all interviews with ARI's cross section of 3,000 radio owners were conducted. While only about 5% of the homes in those areas have video receivers, ARI interviewers reported that approximately a third of the persons interviewed said they had seen television at least once during the week preceding the interview.

These viewers formed the base for the ARI TV personality audit. Viewers were asked to go over the list of top television personalities and check those they had seen on the viewing screen. Then they were asked to indicate which ones they especially enjoyed. Mr. Berle was tagged as "especially enjoyed" by 92% of those who had seen him on television, while 80% similarly voted for Messrs. Godfrey and Sullivan.

Following the top three in the "particularly enjoyed" list of video stars were: Paul Winchell and Jerry Mahoney, 70%; Maury Amsterdam 66%; Dunninger 64%; Phil Silvers 63%; Lanny Ross 51%; Howdy Doody 45%; Bert Lytell 42%.

THE PULSE

Comedy-Variety Top List

COMEDY - VARIETY shows zoomed way ahead of all other types of video shows in December and January, according to The Pulse Inc. New York area survey for those months. Drama, children's shows, quiz programs and sports followed in that order. Fewer sports, feature films, newscasts and film shorts were seen in January than in December, but more telecast time was devoted to music and Westerns.

Breakdown of the report follows:

	December 1948 ¼ Hours	December 1948 Average Rating	January 1949 ¼ Hours	January 1949 Average Rating
Visual Sports	204	11.9	151	12.5
Feature Films	113	5.7	95	6.3
News	104	4.8	72	5.0
Music	97	5.5	115	5.2
Film Shorts	73	4.3	66	4.0
Kid Shows	68	13.6	67	15.0
Westerns, Serials	60	6.2	85	6.7
Women's Interest	43	5.2	33	4.0
Comedy-Variety	39	22.8	40	25.7
Interviews	28	6.2	28	6.8
Quiz Shows	20	12.8	21	14.2
Drama	15	18.8	20	20.0
Forums, Discussions	15	7.3	18	6.6
Fashions	10	5.1	11	4.9
Sports News	9	8.1	13	7.0
Religious	8	2.6	11	2.0
Hobby	6	5.7	4	6.8
Comedy Episodes	6	5.4	6	6.9
Mr. & Mrs. Shows	3	5.5	3	5.8
Beauty	2	2.7	2	3.7
Food & Cookery	2	7.0	2	5.3
Wash. & Polit. News	—	—	37	2.0
Special Events	—	—	4	3.9
Misc.	17	6.7	23	5.8
Total	942		927	

AD DOLLARS

Get Best Video Buy, Says Barry

A BOSTON BANKER said last week that on television the yield per advertising dollar "will surpass anything man has devised for the distribution of his product or services."

Speaking before the Financial Advertisers Assn. of New York, John J. Barry, vice president in charge of advertising and public relations of the National Shawmut Bank of Boston, said he believed television was "destined to transform the American scene."

Heavy TV User

The Shawmut Bank is a heavy advertiser on Boston television.

Mr. Barry said he was convinced "from my own experience to date as a sponsor of television programs" that the "scramble for time franchises . . . for spots, 5, 10, and 15 minute time segments, half hours, hours, even hours and a half, will result shortly in a sell-out for the stations in operation."

He said he believed that "in the not too distant future it [television] will cancel out and entirely replace, at least in the urban areas, that form of entertainment, education and instruction which we have known as radio."

Today, he said, "the fact of greatest importance to the advertiser, the national advertiser, is this . . . that it is now feasible, practical, and, I would add, imperative for some, that he get on television.

"The audience potential will be such that expenditures which now may be impractical will overnight become thoroughly sound advertising investments."

Cites TV Impact

Television advertising is of such impact, Mr. Barry said, that it will "wean its audience away from products and services being sold in other media and limit their purchases and investments to those things which have been illustrated and demonstrated right in their own living room."

No medium, until television, he said, had "provided a method for demonstrating a product or a service."

ABC TV CENTER

Now Available to Dr. Back

FACILITIES of ABC's television center at 7 W. 56th St., New York, have been made available to Dr. Frank G. Back, vice president of Television - Zoomar Corp., New York, Frank Marx, ABC vice president in charge of engineering, announced last week. Arrangements were made, Mr. Marx said, in the interest of establishing new standards for television lighting, lenses, and utilization of camera equipment.

Dr. Back, internationally known, Vienna-born physicist and optics authority, is the developer of the Zoomar and Balowstar lenses, basic lens equipment of the video industry. Working with ABC as a consultant, Dr. Back will essay to develop further both the Zoomar and Balowstar lenses, and to establish a satisfactory system of testing complete television operations before putting the system into operation.

Any devices developed as a result of the cooperative research by Dr. Back and ABC, will be made available first to that network, and then to the television industry generally, according to Mr. Marx.

TV PRODUCTIONS

Frieberg Heads New Firm

FORMATION of a new video firm, Columbia Television Productions Inc., New York, and election of Hardie Frieberg, former public relations executive, as its president, were announced simultaneously this month.

The firm, with office at 270 Park Ave., and West Coast offices at 9397 Wilshire Blvd., Beverly Hills, will specialize in commercial spot announcements featuring well known personalities of radio, stage and screen. Mr. Frieberg announced that over 150 such personalities were available for testimonials and endorsements on film.

'HOWDY DOODY'

Sponsor Adds 7 Stations

UNIQUE ART Manufacturing Co., which sponsors *Howdy Doody* on NBC television Wednesdays 5:45-6 p.m., is extending the program to seven more stations effective Feb. 25. Agency is Grant Advertising.

New stations added: WBZ-TV Boston, WTVR Richmond, WBEN-TV Buffalo, WWJ-TV Detroit, KSD-TV St. Louis, WNBK Cleveland and WNBQ Chicago.

Already taking the program are: WNBT New York, WPTZ Philadelphia, WRGB Schenectady, WNBW Washington and WBAL-TV Baltimore.

CHECKING production plans for new KFI-TV Los Angeles weekly telecast *Slice of Life* are (l to r): William B. Ryan, general manager of station; Clinton (Buddy) Twiss, Carleton E. Morse Productions, and producer Carleton E. Morse.

VIDEO VARIETIES

Absorbs West Coast Firm

VIDEO VARIETIES Corp., New York, has absorbed the facilities of West Coast Sound Studios Inc., 510 W. 57th St.

George W. Goman will head the new company as president, with other officers from the absorbed firm assuming respective posts in the new company. Martin P. Henry, partner since 1934 in the West Coast company, will be vice president in charge of production, and A. W. Manchee, who, with Mr. Goman, was an original member of the old organization, will be treasurer of Video Varieties. Leonard Anderson, short subject producer and director, will be associated with the new firm.

Otis P. Williams, for many years an account executive with WOR New York and Mutual, and lately manager of WNJR Newark, will be general sales manager of the new corporation, of which West Coast Sound Studios will continue as a department.

The new company, with assets in the $1 million bracket, will assume a round-the-clock schedule of TV film production, all of which will be released through United Artists television department.

KRSC-TV Schedule

KRSC-TV, Seattle's only television station, is now programming six days a week, with the addition of Tuesday to the schedule which has prevailed since it went on the air Thanksgiving Day 1948. Tuesday night program line-up is built around the *Texaco Star Theatre*, with Milton Berle. Station has also added the *Chesterfield Supper Club*, which is viewed Friday evenings.

WFIL-TV telecast the 29 boxing bouts of the Tournament of Champions in Philadelphia Feb. 9.

UHF TELEVISION

RCA-NBC Seek 846-854 mc

FURTHER plans of RCA-NBC for high-band television experimentation were disclosed last week in an application filed with FCC for use of 846-854 mc at RCA's laboratory in Princeton, N. J. Firm fortnight ago asked for a UHF satellite station at Bridgeport, Conn., to rebroadcast WNBT (TV) New York [BROADCASTING, Feb. 14].

"The immediate purpose of the experimentation" at Princeton, RCA told FCC, "is to obtain propagation data which compares vertical and horizontal polarization with respect to shadows and multipath, in the ultra-high frequency region, under summer and winter conditions." The firm indicated the project would be a continuous one.

RCA informed the Commission it proposes "to continue testing and development of television equipment originally conceived in our laboratories and tested for a brief period in Washington, D. C., during the latter part of 1948." The Washington tests, conducted both in the 500 mc and 800 mc areas, were in conjunction with NBC's WNBW (TV) there [BROADCASTING, May 3, Sept. 27, 1948].

The Princeton experimental transmitter will use rated visual power of 100 w with peak carrier power of 400 w, RCA said. The W3XCY Washington transmitter will be adapted for the project. RCA explained that the transmitting antenna would consist of a parabolic reflector with two dipoles placed at the focal point, one horizontal and the other vertical. Through a special switching arrangement either dipole may be excited.

Project will be under supervision of Dr. George H. Brown, RCA Labs. research engineer, assisted by W. C. Morrison and D. W. Peterson.

WTVN (TV) HEARING

Is Set by FCC

HEARING has been designated by FCC upon application of WTVN (TV) Columbus, Ohio, for extension of completion date. The Commission indicated it wished to determine whether Picture Waves Inc., owner, has been "diligent in proceeding with construction" and if extension grant would be in public interest.

WTVN was granted its construction permit March 17, 1948, with an expiration date of Nov. 17, 1948. In October the station filed application for extension of completion date to Oct. 1 of this year. Facilities assigned are Channel 6 (82-88 mc) with effective radiated power of 14.3 kw visual and 9 kw aural.

The permittee firm is owned 46% by Edward and Prudence Lamb, owners of WTOD Toledo, Ohio, and WICU (TV) Erie, Pa. Application is pending for FCC approval to acquisition by the Lambs of 94% interest in WTVN.

FIRST 15 PROGRAM HOOPERATINGS—Feb. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Jack Benny	167	American Tobacco (BBDO)	27.3	27.1	+0.2	2
Radio Theatre	149	Lever Bros. (JWT)	25.5	28.6	—3.1	1
McGee & Molly	165	S. C. Johnson Co. (NL&B)	24.9	26.9	—2.0	3
Walter Winchell	264	Kaiser-Frazer (Weintraub)	24.9	21.9	+3.0	9
Godfrey's Talent Scouts	150	Lipton-Div. Lever Bros. (Y&R)	21.7	20.3	+1.4	13
My Friend Irma	153	Pepsodent Div.-Lever Bros. (FC&B)	21.3	17.3	+4.0	21
Bob Hope	151	Lever Bros. (Y&R)	21.3	26.0	—4.7	6
Stop the Music	179		19.9	—	—	—
Average of sponsored periods (8-8:15, 15.1) (8:15-8:30, 20.3) (8:30-8:45, 23.1) (8:45-9, 21.0)		Smith Bros. (SSC&B) Eversharp (Biow) Speidel Co. (C&P) P. Lorillard Co. (L&M)				
Suspense	164	Auto-Lite (N-E)	19.3	—	—	—
Amos 'n' Andy	149	Lever Bros. (R&R)	18.6	24.4	—5.8	8
People Are Funny	164	B&W Tobacco (Seeds)	17.2	15.1	+2.1	30
Mr. Keen	149	Whitehall Pharmacal (D-F-S)	17.1	10.6	+6.5	69
Crime Photographer	163	Toni Co. Div.-Gillette (FC&B)	16.9	11.7	+5.2	46
Mystery Theatre	149	Sterling Drug (D-F-S)	16.7	11.7	+5.0	45
Bing Crosby	236	Philco Corp. (Hutchins)	16.4	19.5	—3.1	14

(Benny and Winchell ratings include second broadcast)

TORCHLIGHT FIRM

Plans Radio-TV Productions

ORGANIZATION of a new and non-profit television-radio producing group, Torchlight Productions, New York, was announced last week, to institute immediate activities.

Among its sponsors are Henry Jaffe, Charles S. Johnson, Max Lerner, Roi Ottley, Eleanor Roosevelt, Louis Untermeyer, Walter White and William L. White. President of the new outfit is David R. Kapralik and Jane White is vice president. Offices have been established at 229 West 42nd St.

Initial schedule calls for a dramatic half-hour radio series, tentatively called *Conflict*, for which scripts currently are being solicited from all Guild freelance writers. Production will start at an early date.

Torchlight also plans a transcription series for local option, and plans to cast its shows from the reservoir of professional acting talent which is available in the field but which is utilized only infrequently on network productions.

BRITISH VIDEO

BBC's Silvey Talks to AMA

THE BRITISH television audience has voted that it is satisfied with an hour and a half of television in the afternoon and an hour and a half in the evening—which is the schedule now being telecast.

That reaction was revealed Wednesday by Robert Silvey, head of listener research for BBC, who spoke in New York at a meeting of the radio-television group of the American Marketing Assn.

Mr. Silvey explained that BBC conducts a quantitative survey of day-to-day listening. Interviewers make 3,000 calls a day, every day in the year, on listeners and find out what programs they listened to by the "aid recall" method.

BBC also produces a qualitative survey of what listeners like, he said. This is done by sending questionnaires regularly, sometimes as often as twice weekly, to a "listening panel" of some 4,000.

PROETZ AWARD

Contest Includes Radio-TV

FIFTH annual Erma Proetz Award offered by the Women's Advertising Club of St. Louis will include a $100 first prize for radio and television. Contest is open to any woman in the advertising field, and entries must be submitted by April 10.

The entries will be judged on their originality, timeliness, soundness of appeal, good taste and overall effectiveness, Mrs. Elmer C. McCaddon, contest chairman, announced. Material submitted must have been created or used between March 31, 1948, and April 1, 1949.

Entry blanks can be obtained from Mrs. McCaddon, 3510 Olive St., St. Louis 3, Mo. The Proetz Award, established in memory of the late Erma Perham Proetz, St. Louis advertising woman, also includes $100 first prizes in two other categories, copy and art and photography.

OPERA TELECASTS

Plans Announced by Woods

PLANS are in the works to telecast the Saturday afternoon performances of the Metropolitan Opera next season, Mark Woods, ABC president, said last week.

Mr. Woods addressed a regular meeting of New York's Town Hall on "The Present and Future of Television."

In a question-answer session, Mr. Woods predicted that film repeats of television shows will be more numerous than repeat radio broadcasts, due to the rapid addition of new set owners. He said television would not entirely replace radio, as the latter can be enjoyed while listeners are doing other work.

Mr. Woods predicted that electronic color television would be available in 10 years, but he emphasized that it would not replace black and white and would be used only when color definitely added to a program's enjoyment. He did not feel that television would hurt motion pictures but believed that both arts should grow and learn new tecniques from each other.

KMA PETITION

Seeks TV Call Suffix

KMA Shenandoah, Iowa, petitioned FCC last week for permission to continue to use KMA-TV as the call letters of its television affiliate at Omaha, despite the Commission's new policy requiring individual calls unless the stations are in the same community [BROADCASTING, Jan. 17].

Courts have held that licensees have a property right in their call leters, KMA noted, suggesting that FCC consequently should not have put its new policy into effect without first holding a hearing. Certainly, the station insisted, the policy should not be retroactive, just as the policy of using "W" calls east of the Mississippi and "K" calls to the west was not retroactive. Further, KMA argued, the television station had to be located in Omaha because FCC hasn't allocated any channels for Shenandoah.

KMA-AM-TV is one of the relatively few cases affected by FCC's policy, which forbids the use of common base call letters by commonly owned AM, FM and TV stations if they are located in different communities. July 1 was set as deadline for compliance.

VIDEO REPORT

ARI Issues TV Data Digest

AUDIENCE RESEARCH Inc., Princeton, New York and Hollywood, has issued the third in its series of reports on television. Titled *Television Facts, A Summary of Progress*, the 47-page report presents a digest of information bearing on non-technical aspects of television.

Presenting the television picture as of November 1948, the material is divided into seven major classifications: Facilities, set ownership, set manufacturing, programming, sponsors, commercial impact, and effect on living habits. Numerous charts and maps are used to illustrate the copy.

In the concluding chapter, titled "Television and the Motion Picture Industry," the report points out that "television is, and most probably will continue to be, an advertising medium, while motion picture companies produce for consumer sale," which may lessen the competition somewhat.

CBS Offer to RTDG

COUNTER-PROPOSAL offered by CBS Hollywood directors for cost-of-living increase sought by Radio and Television Directors Guild for network directors and assistants was taken up at a meeting last Friday between the two groups. No results were available as BROADCASTING went to press. Increase sought by union was 50%. Amount offered by network was not disclosed, but it is believed that compromise will be effected for 15 to 20% increase.

Telestatus

Rorabaugh Report, Jan. 2-8

(Report 47)

WITH FIVE new stations reporting, the total number of television advertisers increased to 727 in the week of Jan. 2-8. Of this total two-thirds were local-retail advertisers, and 234 were spot users. Network advertising dropped fractionally from a total of 37 to 33. (Table I)

These figures are taken from the eighth monthly Rorabaugh Report on Television Advertising. Data is received from 46 operating television outlets in 27 markets throughout the country. The report is published by the N. C. Rorabaugh Co., New York.

The average number of accounts per station has increased from less than 14 in October to more than 16 in January, though many of the stations reported in the January report are less than two months old in commercial operation.

Estimated gross time expenditures of these 727 advertisers was $301,185, according to Rorabaugh. A breakdown by types of business reveals that 33 network accounts spent $68,954; 234 spot (national and regional non-network) advertisers spent $143,343, and 460 local retail advertisers spent $88,888.

Increase Over December

These 727 advertisers bought a total of 456 hours and 50 minutes of video time in the reported week. This is an increase of about 23 hours from the corresponding period in December. (See Table II) Of this total sponsored time, 6.9% were announcements (either weather, time or straight commercial) and the rest was programming. The proportion of announcements dropped slightly from December, when 7.3% of all sponsored time were announcements.

Radio and television set dealers and manufacturers were the mainstay of the video time sales. There were a total of 126 advertisers in this category, or 17.2% of the total. Of this total 101 were local retail dealers in television and radio sets.

Ninety of the 727 advertisers were food and food beverage accounts, and about 10% of the total accounts were apparel advertisers, and an equal percentage automotive advertisers. In these two categories, the major share of advertising was from local retail outlets. (Table III)

Heavy Spot Users

Spot advertising was used heavily by food and food beverage accounts. There were a total of 54 such accounts. Other heavy spot users were, in order of frequency, beer and wine accounts, apparel, and radio and television manufacturers.

The network accounts were spread through the major advertising categories.

Radio and television advertising has been a consistent leader in television time bought. Food and food beverage advertising is second in January accounts, though it was in fourth spot in the December report. Apparel advertising dropped from 81 accounts to 75, for third place in January.

Household equipment accounts dropped off slightly. Insurance, bank and loan companies showed a steady gain in the month, and many local institutions of this type have chosen television as their medium for reaching the middle and upper income groups.

Leading Markets

New York, with its six outlets, remains the leading market in number of TV accounts, though it suffered a drop of 19 in total advertisers. The January figure is 160 accounts. This is an average of more than 26 accounts per station, well above the national average, but far below Philadelphia's average of approximately 41 accounts on each of its three TV outlets. Baltimore, too, averaged well above the national average, with about 34 accounts per station.

Of the new markets reported in this issue of the Rorabaugh Survey, Memphis was a leader, coming

(Continued on page 50)

TABLE I
SUMMARY REPORT OF TELEVISION ADVERTISING
June 1948 thru January 1949

	June 6-12 Report	July 4-10 Report	Aug. 1-7 Report	Sept. 5-11 Report	Oct. 3-9 Report	Nov. 7-13 Report	Dec. 5-11 Report	Jan. 2-8 Report
No. of Markets	11	16	19	19	21	21	23	27
No. of Stations	20	26	32	32	37	37	41	46
No. of Advertisers								
Network	14	14	18	21	33	37	37	33
Selective	76	113	122	119	181	216	230	234
Local-Retail	144	153	197	236	281	373	413	460
TOTAL ADVERTISERS	234	280	337	376	495	626	680	727

TABLE II
Sponsored Video Air Time
Dec.-Jan. Comparison

Jan. 2-8	Hours-Minutes	% of Total
Programs	425:03	93.1
Announcments	31:47	6.9
	456:50	100.0
Dec. 5-11		
Programs	402:14	92.7
Announcements	31:34	7.3
	433:48	100.0

TABLE III
TELEVISION ADVERTISERS BY PRODUCT GROUPS
(Jan. 2-8, 1949)

Product	Network	Spot	Local	Total
Agriculture	—	—	—	—
Apparel, Shoes, Accessories	3	22	51	76
Automotive, Tires, Service	4	7	63	74
Aviation	—	—	—	—
Beer & Wines	1	39	1	41
Building Materials	—	5	3	8
Confections, Gum	—	10	—	10
Consumer Services and Utilities	—	4	26	30
Drugs & Remedies	3	7	1	11
Entertainment	—	—	1	1
Food & Food Beverages	4	54	32	90
Gasoline & Fuels	2	6	4	12
Horticulture	—	—	2	2
Household Equipment & Supplies, Appliances	—	9	33	42
Household Furnishings	1	10	19	30
Industrial Materials	—	—	—	—
Insurance, Banks, and Loan Companies	—	4	16	20
Jewelry, Optical and Cameras	—	7	14	21
Office Equipment & Supplies	—	1	2	3
Publishing	—	5	6	11
Radios, Television Sets, Records, Musical Inst.	5	20	101	126
Retail Outlets & Department Stores	—	—	42	42
Smoking Materials	4	7	1	12
Soaps, Cleansers & Polishes	1	5	—	6
Sporting Goods & Toys	2	3	3	8
Toiletries	3	4	—	7
Transportation, Travel & Resorts	—	5	8	13
Miscellaneous & unclassified accounts	—	—	29	29
Totals	33	234	460	727

* * *

TABLE IV
ANALYSIS OF TELEVISION ADVERTISING BY MARKETS
(Showing type of account, new accounts, and gain or loss from previous month)

	NO. OF ACCOUNTS BY MARKETS							NEW BUSINESS			
Markets Covered Jan. 2-8	No. of Reporting Stations	Net.	Sel.	Loc.	Jan. 2-8 Total Accounts	Dec. 5-11 Total Accounts	Gain or (Loss)	Net.	Sel.	Loc.	Jan. 2-8 Total New Accounts
Atlanta	1	3	11	7	21	20	1	2	3	1	6
Baltimore	3	31	30	43	104	104	—	5	2	7	14
Boston	2	29	17	12	58	61	(3)	5	2	4	11
Buffalo	1	8	12	19	39	25	15	4	4	15	23
Chicago	3	7	32	19	58	58	—	3	4	10	17
Cincinnati	1	6	18	5	29	27	2	2	1	3	6
Cleveland	1	9	10	3	22	19	3	4	—	—	4
Detroit	3	7	21	12	40	49	(9)	3	4	2	9
Ft. Worth-Dallas	1	3	7	5	15	15	—	1	3	1	5
*Houston	1	—	7	5	12	—	12	—	7	5	12
Los Angeles	4	3	26	29	58	59	(1)	1	8	8	17
Louisville	1	2	6	8	16	15	1	1	1	5	7
*Memphis	1	1	7	21	29	—	29	1	7	21	29
Milwaukee	1	8	16	32	56	42	14	4	9	6	19
Minn.-St. Paul	1	2	4	5	11	14	(3)	1	—	—	1
New Haven	1	2	6	13	21	22	(1)	—	1	2	3
*New Orleans	1	1	9	13	23	—	23	1	9	13	23
New York	6	33	70	57	160	179	(19)	5	9	4	18
Philadelphia	3	32	40	49	121	125	(4)	5	5	9	19
Richmond	1	21	5	5	31	41	(10)	4	—	—	4
St. Louis	1	8	15	6	29	27	2	4	2	1	7
Salt Lake City	1	2	4	12	18	17	1	1	—	3	4
*San Francisco	1	1	3	4	8	—	8	1	3	4	8
Schenectady	1	21	6	4	31	39	(8)	2	1	1	4
Seattle	1	2	6	17	25	26	(1)	2	1	6	9
Toledo	1	7	6	19	32	29	3	3	—	—	3
Washington	3	31	23	36	90	96	(6)	4	1	2	7

* These markets represented in this report for the first time.

Business Interests of TV Licensees, Permittees and Applicants as of Jan. 1, 1949

	Number	Percent
Newspaper Publishing	126	31.3
Broadcasting only	66	16.1
Motion Pictures, Theatres, etc.	27	6.6
Radio Manufacturing	25	6.1
Dealers and Distributors (auto, grocery, etc.)	25	6.1
Miscellaneous Manufacturing	18	4.4
Real Estate, Insurance, Finance	17	4.2
Oil Production	17	4.2
Educational Institutions	10	2.4
Miscellaneous Interests[1]	76	18.6
Subtotal	409	100.0
Information Not Available	25	
Total	434	
TV APPLICANTS		
With AM or FM Stations	333	76.7
Without AM or FM Stations	101	23.3
Total	434	100.0

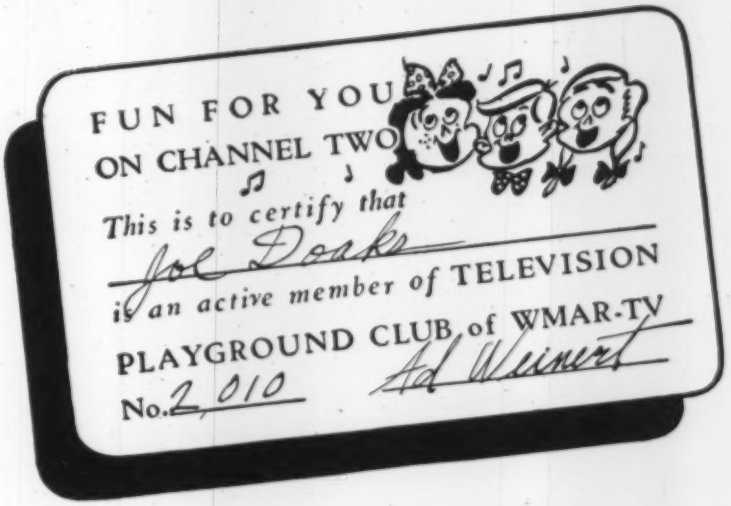
[1] Situation in which the several stockholders have varied business interests.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland, it's WMAR-TV for the kiddies



"Your Television Playground is the best thing that happened to mothers in years," a Baltimore mother wrote WMAR-TV recently. "Now I can get dinner in peace, because my brood is glued to their chairs watching your show every evening."

More than 2,000 Baltimore youngsters have written to WMAR-TV in the last six months, applying for membership in the Television Playground Club. Every week hundreds of Baltimore youngsters receive official "birthday greetings" from the Club headquarters.

Every mail delivery brings the station scores of entries in the Club's "Junior Artist" contest and every week one or more of the Club members receives a prize on the show for his artistic efforts.

Contests, games, hobbies, movies, magic, arts and crafts and sing-along songs combine to make the Television Playground Club of WMAR-TV the top local television show for youngsters in Maryland.

And the grownups like it too, according to the mail. An Army sergeant at Fort George G. Meade recently asked to enroll his whole squad and a 41-year-old father called the station to learn how the last chapter of a serial ended because he had missed that episode.

Television Playground is produced by WMAR-TV every weekday evening at 6:15, just before the outstanding CBS children's show, "Lucky Pup."

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TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM